

Chemist & Druggist

16 June 1973 THE NEWSWEEKLY FOR PHARMACY

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Anusol cream is a new elegant preparation especially formulated to treat external piles and anal pruritus. It is the only cream available for you to recommend to your customers who are troubled by these conditions.

for your customers

Anusol cream combines the soothing, astringent and emollient properties of the Anusol formulation with the modern benefits of a non-greasy cream.

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a new deal for pruritus and piles

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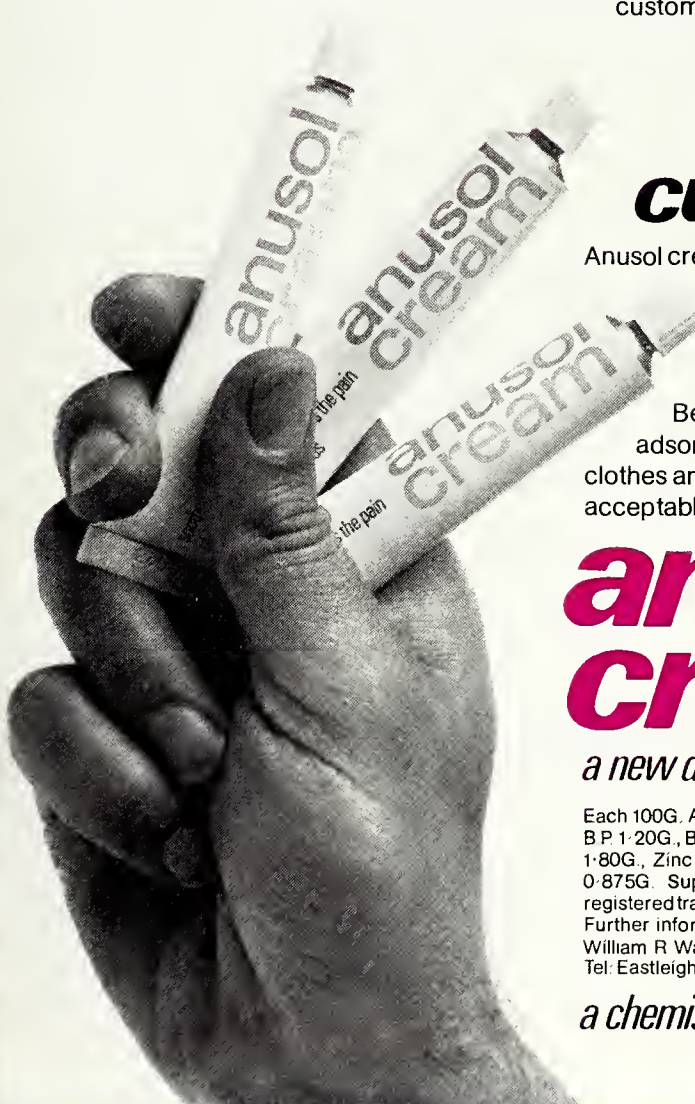
a chemist only product



**Contract
limitation
bid fails**

**General sale
list—call
for rejection**

**Disposables
market
reviewed**





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-all with the great smell of Brut.

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Toiletries Division

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you get to see is
your face to
maybe because
of your skin.

You won't help your
hiding from people. You'll just lose
a few friends. But you won't lose
any spots.

If you're drawing
curtains on your
love-life maybe
it's because of
your skin.

You won't help your spots by
hiding from people. You'll just lose
a few friends. But you won't lose
any spots.

When you're a teenager your
skin is producing far more oil than
it should, because of the changes
you're going through. Facial oil
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bacteria. That's when the spots
start.

If your face isn't kept scrup-
ulously clean these little blockages
will turn into blackheads and
later into spots.

So you need a little help.

The kind of help you get from
Propa PH, the colourless lotion for
spots and acne. It contains no
hexachlorophene and keeps your
skin free from oil so the bacteria,
which causes your spots, has
nothing to live on. It actually
starves spots to death.

It won't show on your face
and it works very quickly. You
should notice the difference after
just three days.

Don't suffer any longer. Go to
your chemist now and get some.
Price 56p.

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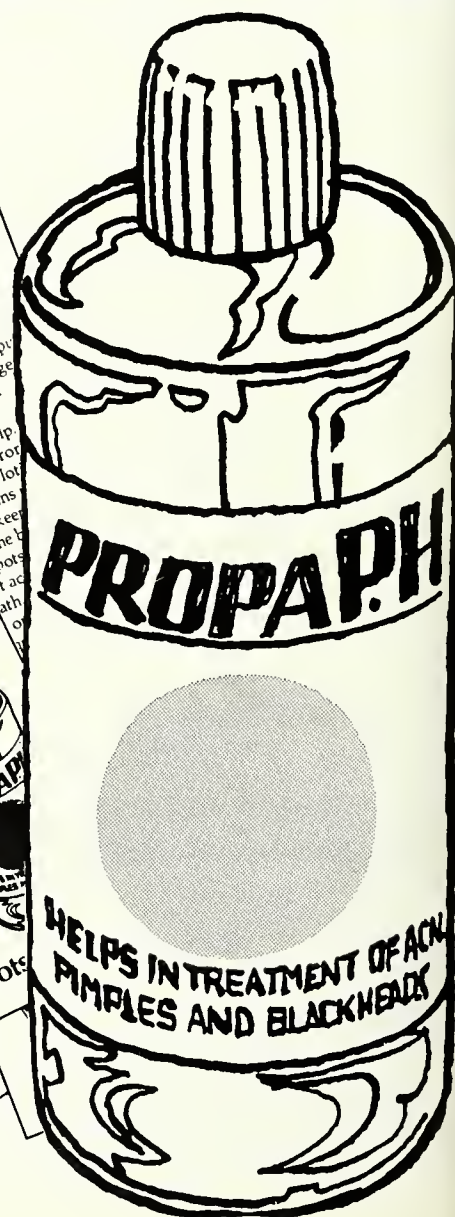
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Price 56p.



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hexachlorophene.

Be ready for the Summer rush!

Order from Sole distributors:
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wholesaler.

16 June Vol. 199 No. 4865

The newsweekly for pharmacy

114th year of publication

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Ireland and of the Pharmaceutical Society of
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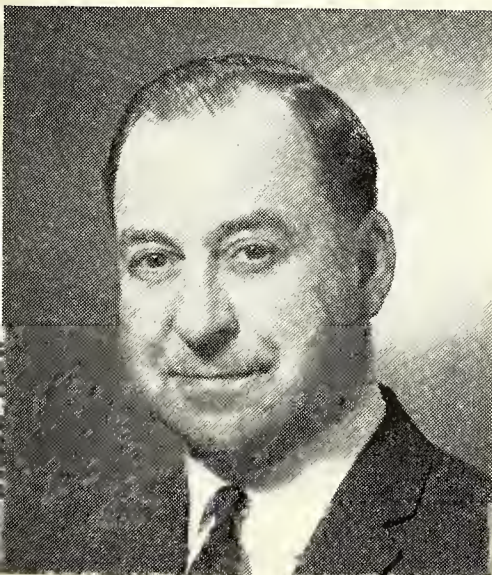
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An active week for Mr W. A. Beanland:
 see pp784 and 802

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Contract limitation: Commons bid fails

move to permit restriction of NHS dispensing contracts within a quarter mile of health centres was defeated in the Commons on Tuesday night.

Mr Eric Ogden, one of the Pharmaceutical Society's Parliamentary advisers, moved a new clause to the NHS Reorganisation Bill during the report stage, the effect of which would have been to implement the recent agreement within the profession.

The clause sought to give the Secretary of State power to establish a Pharmaceutical Practices Committee to which area health authorities would be required to submit all new applications to provide pharmaceutical services within a quarter mile of any health centre comprising four or more medical practitioners.

The committee would have been given power to refuse an application on the grounds that there was already an adequate number of persons providing services in the vicinity. The clause also made provision for appeals.

Three gain seats on Scottish Executive

In the recent election for the Pharmaceutical Society's Scottish Executive resulted in three members retaining their seats. They were Mr A. Cowan, Mr J. Stewart and Mr Thomson. Mr D. J. Dalglish, who received the second highest number of votes next to Mr Cowan, was the youngest candidate to stand and, together with Dr M. S. Parker, will serve on the Executive for the first time. The sixth successful candidate, Mr J. H. Henderson, served on the Executive from 1946-67.

Mr L. B. Dunn, co-opted member last year, was not re-elected.

Voting figures were:

Cowan, A.	517
Dalglish, D. J.	429
Stewart, J.	374
Thomson, J.	338
Henderson, J. H.	317
Parker, M. S.	302
NOT ELECTED	
Dunn, L. B.	288
Stewart, K. B.	281
McPherson, R. S.	261
Marr, R. P.	222
Driver, S.	215

April retail sales index

Chemist and photographic retailers' sales for April were 15 per cent up on 1972 against 13 per cent for all kinds of traders, according to the Department of Trades' Index. Independent chemists' figures rose by 5 per cent, although independent businesses generally improved by 9 per cent.

The figures for multiple chemists were

not available, but the index for all chemists is now 149 and independent chemists 128 (1966=100). NHS receipts are excluded from the calculations.

CDA warn against the litigious

"It is worthwhile that extra little extra effort to ensure that forecourt and shop areas are neither a trap for the unwary nor a potential goldmine for the litigious", says the annual report of the Chemists Defence Association for 1972.

During the year, the report says, many claims were trivial but others were "more serious, occasionally involving three-figure settlements. A woman broke her leg when she fell over a weight used by a member as a door stop. Another broke her collarbone when she tripped on a poorly-maintained forecourt."

There were few claims arising out of dispensary errors but there were two arising from injuries caused when eye drops were made up with undiluted 50 per cent benzalkonium chloride solution. The amount paid in damages and costs ran into "hundreds of pounds."

VAT reminder

Retail pharmacists who have been given monthly VAT accounting periods instead of the standard three months, are reminded by HM Customs & Excise that the first of these monthly returns, covering the month of April, was due on May 31. Monthly returns for April should be sent without delay to the VAT Central Unit at Southend-on-Sea, Essex. Refunds cannot be made unless a return is received.

Pharmaceutical makers' profitability falling

The profitability of some 60 pharmaceutical manufacturing companies examined in a survey published this week shows, with few important exceptions, a fall over the past three years.

In the financial year 1971-72 Astra Chemicals top the list at 64.5 per cent profit on capital employed while the year previously the percentage was 89.5. Boots Co Ltd was one of the exceptions where the percentage has risen from 9 in 1969-70 to 9.7 the next year and to 11.3 in 1971-72.

Surprisingly, in view of all the publicity that they have received lately, Roche Products are bottom of the list with a percentage of 0.6 against 4.6 in the previous two years.

Growth in sales of the 60 companies has been steady. The average return on sales is about 14 per cent with companies at the

top achieving returns between twenty and thirty per cent. Some important pharmaceutical units are not included—those of ICI, Beechams and Fisons. However, for comparative purposes the following figures for return on sales are given for 1972 as nearly 36, 25 and 16 per cent respectively.

Roberts Laboratories with exports of £643,000 out of total sales of £866,000 in 1971/72 top the export ratio table. Glaxo Laboratories ratio is 60.4 but export sales were £31.76m.

(Inter Company Comparisons Ltd, 81 City Road, London EC1Y 1BD, £20).

Fined for using title

Two partners said to have advertised chemists' requisites in their shop known as "The Apothecary" at Wrea Green, near Blackpool, were fined £5 at Lytham Magistrates Court for trading contrary to the Pharmacy Act 1954. Mr D. Worthington, joint owner of the shop, pleaded guilty to using the title "chemists" contrary to the Act.

Mr Henry Littler, a pharmacy inspector, said that when he visited the shop in question he noticed paper bags behind the counter bearing the word "chemists". Mr Worthington told the magistrates that it was never their intention to pass themselves off as chemists, they were just trying to "fill in a gap for this type of product in a very small community."

Statutory Committee dates

The Statutory Committee of the Pharmaceutical Society of Great Britain will meet on June 21 and 22 to consider six cases and resume two previously adjourned inquiries.

Twenty-five chemists and grocers, winners of the "Steradent Stakes" competition, accompanied by their wives, were the guests of Reckitt & Colman at the Derby recently. While the winners were entertained to lunch at Epsom prior to the Derby, they were presented with their stake money of £100 each by Michael Aspel, well-known TV personality. Mr J. Megson, prize-winning chemist of 15 Queens Parade, Ealing, London W5, is pictured being congratulated by Mr Aspel at the Derby reception.



Reject general sale list Council member urges

Pharmacy must reject the Medicines Act general sale lists in their entirety, said Mr W. A. Beanland, chemist of the Pharmaceutical Society's general practice subcommittee, on Sunday.

Speaking at a Border Region conference, he called for the setting up of a new general sale committee which would have as its objective the safety of the public. Mr Beanland argued that the previous committee had "proved its incompetence beyond any shadow of doubt," and that the list it prepared had revealed the stupidity of barring general practice pharmacists from membership. The Medicines Commission, by its acceptance of the lists, must be similarly condemned as inept.

Mr Beanland questioned the fate of the "high ideals" of the original legislation, which was designed to protect the public, and foresaw a similar outcome to the NHS Reorganisation Bill. The Society had welcomed its unification concept and the idea of three administrative levels—with the regional and area authorities being bodies of local people knowledgeable about the local needs rather than offices of the central department.

"We are, however, dismayed to find that, in the event, there is to be a self-perpetuating oligarchy, with the regional authority being appointed by the Secretary of State, and the area authority having its chairman appointed by the Secretary of State and other members appointed by the regional authority—appointees of appointees of the central department."

Mr Beanland also attacked the Department of Health's refusal to accept the need for both NHS and Noel Hall area pharmacists. The hospital man would be fully occupied in the service and the NHS post would involve attending all advisory committee meetings, dealing with health centre planning, monitoring general practice pharmacy, planning the supply of medicines from clinics and ensuring the continuity of medicinal supplies for those discharged from hospitals. The reason for wanting one post was cost.

Rural dispensing: a danger of 'war'

The Department of Health has been warned that the profession may be unable to hold back its "militant minority of rural pharmacists" if there is no action soon over dispensing doctors. Mr Beanland told the Border Region conference.

The message that "war might well be declared" between the professions had been taken to the Department a month ago by Mr J. P. Kerr (then president), Mr J. Ferguson (an assistant secretary) and himself. Mr Beanland said that Mr A. Howells had tried for two years to come to terms with the doctors, and it had to be

accepted that the only answer was for the Department to impose a settlement.

There were, however, two views in pharmacy. Some contractors were suggesting a doubling of the mile limit, but the Society wanted the basis to be hardship to the patient. The Department had asked whether an imposed "standstill" would be acceptable—the Society had agreed, provided it was for a limited specified period.

A reply to the Society's demand for action had been promised for the July Council meeting.

Mr Beanland also mentioned the case of a rural health centre where two doctors were proposing to start dispensing—right next to an existing pharmacy.

Switching advertising budgets helped sales

The market for aspirin has been declining in volume terms at the rate of 5 to 8 per cent a year and one audit indicates a fall of 10 per cent in 1972 said Mr M. Barker, marketing manager, Reckitt & Colman (UK) pharmaceutical division last week. He gave as reasons for the decline

☐ Growing use of doctors' prescriptions;
☐ Increase in prescriptions for tranquilisers;

☐ Current vogue for paracetamol;

☐ Increasing use of vaccines as prophylactics.

Although his company's product, Disprin, had increased its share of the branded analgesic market each year it was decided last year to switch some of the advertising from TV to women's magazines. The change had brought dividends, he said, because sales increase was "twice the average increase of the last four years."

Mr Barker was one of several speakers on film at a presentation organised by IPC Magazines in London. Speakers in similar vein represented Wella, Heinz baby foods, Scholl and Badas.

Samples of Wella's coloured advertisements in *Chemist & Druggist* were shown during the meeting to emphasise the fact that as a speaker said, "trade acceptance was vital and more involvement is essential".

Lords grant Roche select committee

The House of Lords Special Orders Committee ruled last week that a select committee should be appointed to carry out a further inquiry into an order requiring Roche Products Ltd reduce the prices of Librium and Valium. The committee will have power to recommend to the House of Lords that the order—which is now

in force, should or should not be endorsed.

The chairman of the committee—the Earl of Listowel—announcing the decision—said: "We are of the opinion that there ought to be a further inquiry by a select committee." He said that the committee recommended that literal compliance with the provisions governing this procedure might require the select committee to investigate what had already been investigated by the Monopolies Commission. "This might involve undue delay and expense. We recommend . . . that a Select Committee be appointed to carry out a further inquiry, limited to the issue whether the prices recommended by the Monopolies Commission make adequate provision for the proper allocation of group research and development expenditure . . . and if not, what, if any, adjustment upward should be made in order to make adequate provision for this expenditure."

Afterwards, Dr John Marks, managing director, Roche Products, said: "We are understandably pleased and encouraged by the decision. It is understood that the Select Committee will begin its deliberations at the beginning of July."

It is believed that at least six weeks will be set aside for the Select Committee sessions and that witnesses will be called.

Extra-statutory payment for extra-large pack

Hampshire Executive Council have made an extra-statutory payment to a firm of chemists after receiving permission from the Department of Health.

A prescription for 50 folic acid ampoules 15mg was dispensed but the manufacturers would only supply a minimum quantity of 300 ampoules. The pricing bureau could not pay the full amount because the "broken bulk" clause refers only to proprietary preparations. The chemists' claim for the full cost (£8.82) was considered by the Council's finance and general purposes committee which recommended payment provided that no further claim is made in the next year.

Pharmacy opens next door to health centre

A "professional style" pharmacy has opened next to a large health centre in an area where there are already five pharmacies—two of which are within 100 yards of the centre. The health centre is in a shopping area in the centre of Tunstall, Stoke on Trent, and about 30,000 people are registered with eleven doctors there.

The new pharmacy, Fleet Pharmacy Ltd, opened last week and the manager, Mr D. Deakin, said that they had "done quite well". He said they only sold medicines and tissues but no cosmetics and were applying to the Local Executive Council for permission to stay open to coincide with the health centre hours.

Bonne Bell's five-a-side football team, York House, Empire Way, Wembley, Middlesex, will be playing its first match on Sunday, July 22, against the John Harrington Group of Chemists. Any gate money taken will be donated to the charity of the winner's choice.

Changes in the market for family medicines

With sales of family medicines going up from £45m in 1957 to £95m today, at retail selling price, the market can be seen to be big and socially necessary one, said Mr Dennis Boyles, MPS, managing director of Erling Health Products, last week.

It was, however, a changing market, added Mr Boyles, as newer and more pharmacologically sophisticated medicines appeared. The environment for change could, because of the Committee on Safety of Medicines, be the pharmacy. The market was also changing because the consumer was becoming more sophisticated and even with a National Health Service people were becoming more self reliant. The working class were merging with the middle class, people were better informed and better able to understand medical and scientific terms. The population was also getting older which all resulted in more self medication. There was also the influence of the European Common Market in the UK.

Multiples and independents

As the market increased the share of the independent pharmacist fell. Multiple chemists were increasing their business faster than independent chemists—especially in the early months of the life of a new product, claimed Mr Boyles. "Many independents wait and see what Boots and other large companies are doing. They may well wait for a new brand to become established before buying stocks. As a consequence multiples cash in on early sales and repeat purchases," Mr Boyles added.

Multiples were careful with their display space. Space was not squandered on goods with a poor sale or low mark up. Multiples also planned the sales area, studied customer traffic flow and used other merchandising techniques based on consumer behaviour in their branches. They made

sure their shops were bright and inviting and tended to have more stock on display than in the stock room.

Mr Boyles went on: "Price cutting is more purposive and in the multiple shops they buy sometimes at bonus terms (as indeed independent chemists can) but pass on some of the bonus to the public. It is known that many independent chemists pocket all the bonus but of course they hold onto their stock much longer than they should. The secret is to increase the rate of stock turn."

By price cutting and promoting the successful multiples gave the impression that all the goods were reasonably priced.

Mr Boyles was one of the speakers taking part in a symposium "Independents in the Seventies" organised by Unichem Ltd in London.

Before asking Mr Geoffrey White to chair the symposium, Mr Tom Reid, Unichem's chairman, said he believed that the future for the private or independent pharmacist was brighter now than it had ever been . . . enlarging the word independent to interdependent.

Mr White, who is Unichem's director of marketing, said there were nearly 400 members and their wives present while about half that number had had to be refused tickets because of lack of space. Chemists, he said, had a unique problem: that of reconciling their stature as a professional with their standing as a go-ahead retailer—and, further, maintaining both these positions successfully and profitably.

Public respect

The pharmacist already had public respect for their service as advisers and suppliers of medicinal products, but there was a wide range of products where expert help and advice was frequently not needed. Here, the supermarkets had step-

ped in, using self-service methods and their bulk-buying power, to encroach on profitable sections of the chemists' traditional business, such as toiletries, baby foods and other baby products.

"By being truly professional in your approach to the retailing side of your business, you can increase the custom you already have," he said. Such professionalism includes good shop planning and layout, plus "efficient merchandising—the efficient visual presentation of the products you sell. The colourful impact of your shelves creates a lively, exciting atmosphere, and draws the housewife's attention to products other than those she initially came in to buy."

Layout improvement

That an intelligently planned and installed shop layout can persuade the public to buy more and concentrate their shopping in the pharmacy was also underlined by Mr Jeff Armstrong, London regional sales manager, Elida Gibbs Ltd.

He pointed out that the health and beauty aids market had grown 40 per cent since 1968 and was worth £300m at retail prices last year. All the main commodity groups had grown dynamically, particularly deodorants (up 131 per cent) and hairsprays (up 62 per cent). The major significant factor was the much greater usership.

The market indicated growth at the rate of 10 per cent this year and pharmacists, with opportunities for greater display, wider selection and better trained staff, had important business advantages over grocery competition. However, despite the market growth, over-the-counter sales by pharmacists only increased 5.5 per cent last year, "a disturbing trend which indicates a loss of real growth."

Total market sales of hair products at retail selling prices amount to more than £68m and pharmacists accounted for a dominant 46.2 per cent share of the market. In two of the biggest groups, hairsprays and shampoos, their share had expanded, and last year they were 35 per cent and 42 per cent respectively.

In dealing with hair products, Mr Armstrong suggested the following main principles for their layout: Fastest sellers first; facings related to rate of sale; larger sizes at eye level; avoidance of bottle necks; well-lit sections, and top shelf no more than 63in. Pharmacists, he said, should recognise that hairsprays and shampoos were high volume lines sensitive to price variations and should, therefore, expect to make profit on volume rather than margin. A return of 20-25 per cent was advocated as being desirable and competitive. Part of the margin should be used to promote, it could be afforded and would result in an increase in net profit despite reduced gross margins.

During question time a member asked how he was to know which hair products were brand leaders. Mr J. Spellei (sales manager, Unichem) said such information would be obtained if wanted.

Another member asked "Why the antagonism between Unichem and NPU?" Mr White replied there was no antagonism. Unichem's views had been explained by their managing director, Mr Peter Dodd, in answers to questions put by the editor of *C&D* (see *C&D*, January 20, p57).



Company News

Merck Sharp and Dohme in Northumberland

A ground-breaking ceremony on June 11 marked the official start of work at the Cramlington site of a new £5m factory for Merck Sharp & Dohme Ltd. This is the third and largest in size of the UK sites of the company.

When the first phase is completed in late autumn 1974, there will be four main buildings occupying some 20-25 acres of the 60 acre site MSD have bought on the Windmill Industrial Estate at Cramlington.

Jean Sorelle to make export drive

Jean Sorelle Ltd's export manager, Mr D. R. Littleboy, has just returned to England following a successful four-week trip to the eastern seaboard of the US and Canada. This was the first visit by a Jean Sorelle representative to the American continent and the company say it was gratifying to note the acceptance received for their products from the American store buyers.

The company intend expanding their export business and to that end further long distance trips to America and the Middle East are planned for this year.

Astra sales rise 13 per cent Jan-April

Group sales of AB Astra, Sweden, totalled US \$69.4m in the first four months of the year, an increase of 13 per cent on the same period of 1972. Pharmaceuticals which accounted for \$48.4m were up 16 per cent.

Astra and the Borfors group have agreed to co-operate in the pharmaceutical field effective January 1, 1974, a newly formed company, jointly owned has been formed.

Representatives meet in UK Winthrop Continental

Ways and means of improving communication and service to the medical profession was the main theme of a conference of 250 Winthrop medical representatives from many parts of Continental Europe.

Ten European subsidiaries of the Winthrop Products Co. Sterling-Winthrop's Continental export division, were represented. The emphasis of the two-day meeting was on the international exchange of ideas and experience.

Maximum participation by delegates was achieved by holding a series of sessions in which over 70 delegates gave two-minute talks to contribute their own ideas.

A dramatic and memorable climax to the conference for the Continental visitors came when, at the end of the closing dinner, the band of the Grenadier Guards in red tunics and bearskins entered unexpectedly.

BAT expanding into US stores

British-American Tobacco who own a large stake of the British cosmetic industry (Yardley, Morny, Lenthéric, etc) are to expand into retailing in the US.

Through their wholly-owned US subsidiary, Brown and Williamson Tobacco Corporation, BAT are making a tender offer for all the shares of the American store group Gimbel Bros Inc, which includes 29 Saks-Fifth Avenue stores and 36 Gimbel department stores mainly in New York, Milwaukee, Pittsburgh and Philadelphia.

Better returns from Laporte

Profit, before tax, of Laporte Industries (Holdings) Ltd was £3.27m for the year ended December 31, 1972. External sales amounted to £38.93m compared with £26.92m for the nine months ended December 1971. The pre-tax profit, in the '71 period was £1.38m.

The profit increase came from a better general trading position and improved performance of the Stallingborough chloride plant. The company benefited from currency changes on balance, the directors state.

Briefly

Ian Worth & Co are moving to 107 Claygate Lane, Esher, Surrey KT10 0BH on June 15. Telephone: 01-398 2108.

National Drug Co Ltd is now the trading title of the merged Zambian businesses, Northern Drug Co (1968) Ltd and General Pharmaceuticals Ltd.

Wilkinson Sword Ltd: Mr A. G. H. Damerell has resigned from the board but remains with the company in a consultative capacity.

Supervite (London) Ltd is the new trading title of Supervite Manufacturing Co Ltd. The address is also changed to Unit 5, 25 Lattimore Road, St Albans, Herts (telephone: St Albans 55156).

Montedison (UK) Ltd, is the new name for Joseph Weil & Son Ltd, a company which acts as commercial distributor of Montedison products in the UK.

J. Cumming & Sons Ltd, 6 Victoria Street, Crewe, Cheshire has closed down. Mr A. J. Cumming who joined the business in 1915 has retired.

Appointments

Dr Chang Wei-hsun, deputy director and head of the paediatric department, Peking Friendship Hospital, has been appointed as assistant director-general of the World Health Organisation. He will be responsible for WHO's family health division and strengthening of health services division.

Wellcome Foundation Ltd: Dr Fred Wrigley has relinquished all active executive duties with the Foundation in preparation for his retirement in January 1974. Until that time he remains a director with the title of deputy chairman. He has been succeeded as group marketing director by Dr Arnold Worlock who joined the board on February 1. When Mr F. A. Coe was appointed to the board on April 1, he succeeded Dr Wrigley as director of the American region.

Thomas Kerfoot & Co Ltd: Following the resignation of Dr J. B. Kay, Mr G. A. Guthrie, FPS, ARIC, has replaced him as chief pharmacist. Mr Guthrie's former position as chief analyst has been taken over by Mr E. W. Sloper, BSc.

Barclay & Sons Ltd: Mr James Canning MPS, has been appointed director of wholesale operations for Barclay and associated wholesale companies. He will be based at Sheffield.

Kimberly-Clark Ltd: Mr B. Tubbs has been appointed product manager for the company's range of feminine protection towel products.

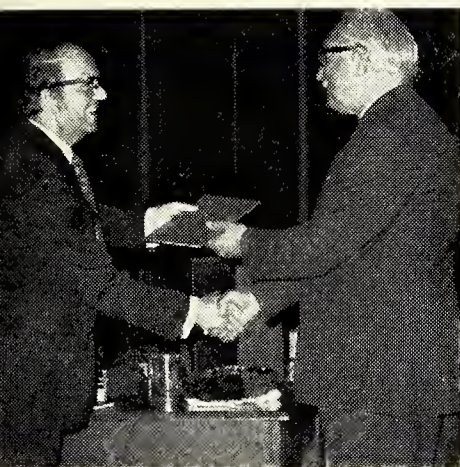
Max Factor Ltd: Mr Keith Gould has been appointed general sales manager. Mr Gould joined Max Factor in 1957 as a representative. In 1960 he was appointed an area manager and in 1969 sales promotion manager.



Mr I. MacFadyen (left) is presented with the Maws Trophy for the best "scratch" score for 1972 by Mr B. Lund, financial director of S. Maw, Son and Sons Ltd. The meeting was arranged by the Scottish Chemist's Golf Association.

People

John C. Leslie, manager of the poultry department, veterinary division of Wellcome Foundation Ltd, has retired after 38 years' service with the company. John Leslie qualified as a pharmacist in Aberdeen and joined Burroughs Wellcome & Co after a short time in the retail trade. After a period in sales during which he was promoted to manager of the medical sales division, he became, in 1949, manager of the newly-founded veterinary division and was made specially responsible for poultry products and vaccines in 1967.



John Leslie (R) receives a retirement gift from Mr Gilbert H. Macdonald, FPS, manager of the veterinary and agricultural marketing division of the Wellcome Foundation Ltd, at the Wellcome Building in London on May 31, 1973.

D. G. Golding, MPS, chief chemist to T. Davenport Ltd, retired on May 31 after over 23 years' service in the company.

Alex Gibson of Jackel & Co Ltd recently completed 10 years' service with the company and to mark the occasion the managing director, Mr G. McConachie, presented him with a refrigerator. While 10 years service is not remarkable in Mr Gibson's case the interesting point is that he joined the company at the age of 63 and, according to the company, he has worked with "greater zest and enthusiasm than many less than half his age."

Deaths

Grant: On May 28, Mr James Nelson Grant, MPS, 64 Drumbrae South, Edinburgh, 12. Mr Grant qualified in 1932.

Hutchison: On June 5, Miss Margaret Coleman Hutchison, 57 Edinburgh Road, Musselburgh, Scotland, aged 93. Miss Hutchison qualified as a pharmacist in 1907 and for some years was pharmacist at EMMS Hospital, Nazareth.

Topical reflections

BY XRAYSER

Little change

The recommendations of the Medicines Commission predict very little change in the pharmaceutical scene, or in that other world disposed of under the heading of General Sales List. Perhaps the most difficult suggestion to assess at this stage is that referring to the emergency supply of prescription only medicines, the first part of which is concerned with supply without prescription on an undertaking by the physician that a prescription will be forthcoming. The only difference is that the time for the furnishing of the prescription has been extended from 24 to 72 hours, which seems reasonable. The onus of furnishing remains firmly on the shoulders of the prescriber.

It is the second part that may produce problems, and it is to be hoped that, if the recommendations are accepted, very clear guidance will be offered by the Pharmaceutical Society to ensure that the purpose and scope are clearly understood. There will be substances which may not be supplied under any circumstances, and if the existence of the provision becomes known to the public at large there may be considerable pressure brought to bear on the pharmacist.

It will be well to remember that it will be only in the direst emergency that the pharmacist will act and I can think of very few preparations which could come into the category. Although not specifically included among drugs which may not be supplied in that way, one cannot visualise the emergency which would justify the supply of, say, ergotamine, or prednisolone or erythromycin, though it could conceivably happen with chlorpropamide. On the whole, I think that the situation should be approached with caution for it bristles with problems—and there are enough of those without adding to the list.

General list

The general list is a joy. Shakespeare himself would have responded to heartsease—indeed, he did, if I mistake not—or balm of gilead buds; or centaury, beloved of 18th century physicians; or cowslip, where the bee sucks; or galangal, germander, ladies mantle, lovage, melissa or periwinkle. And who can resist pellitory-of-the-wall? That they are still in use surprised me, but there are descendants of Gerard as well as of Galen, and they obviously have their devotees.

The names are easier on the eye or more pleasant in the ear than some of their neighbours. The Bard would have been no more likely to find inspiration in sodium polyhydroxy-aluminium monocarbonate hexitol complex than I. But what of canicle? How does it hold up its head in such company when an old herbal can say of it that it has been greatly celebrated for the cure of ruptures "but that is idle"? Yet the same authority put it on record that a strong decoction was good against the bleeding piles. I learn that my old physician, Dr Marley, has emerged to relieve one or two of the local doctors for a well-earned holiday. I hope that he has not seen that list. I have no intention of drawing attention to it.

Tangley: On June 5, Lord Tangley of Blackheath, aged 74. Lord Tangley was chairman of Cross and Herbert (Holdings) Ltd since 1970. He was the son of H. W. Herbert who founded a chain of pharmacies based on Egham, Surrey. He was chairman of that company 1934-1962 when the two companies, Cross of Enfield and Herbert were merged. He then became joint chairman of the merged com-

pany. He became a member of Council of the Law Society in 1935 and was its president in 1956. Knighted in 1943, he was made a life peer in 1963.

Thompson: On May 28, Mr Richard Thompson, MPS, 1 Ochloch Park, Dunblane, Perth. Mr Thompson qualified in 1927 and was formerly chief pharmacist, Hope Hospital, Salford.

Trade News

Optrex competition

Optrex are running a chemist competition again this year which coincides with their television advertising campaign during June, July and August.

The competition is based on the five Optrex TV commercials which deal with five kinds of eye strain: eye pollution, irritated eyes, tired eyes, driving eyes and TV eyes.

Chemists are required to decide the best time for each commercial to appear and to state in a few words why they think one particular commercial should be shown more than the other and if so, which one.

The closing date for entries is September 30 and the six winners who will each receive £50 will be announced during November. Details from Keldon Ltd, Wadsworth Road, Perivale, Middlesex.

Jean Sorelle giveaway holidays

At each of their regional Christmas trade showrooms, Jean Sorelle Ltd, 117 Great Portland Street, London W1N 6AH, will be offering three free holidays from the Global brochure. This promotion will be in the form of holiday gift vouchers to be drawn as 'lucky visitor' numbers at the showrooms, details of which appeared in last week's *C&D*.

Christmas showrooms

Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex, have special trade showrooms of their 1973 Christmas gift showings of their 1973 Christmas gift Vivelles, in Glasgow, St Enoch's Hotel, June 18-21; Leeds, Metropole Hotel, June 25-28; Newcastle, 5 Bridges Hotel, July 2-5; Brighton, Metropole Hotel, July 9-12; Birmingham, Midland Hotel, July 9-12; Manchester, Piccadilly Hotel, July 16-19; Cardiff, Queens Hotel, July 16-19 and at London, Hendon Hall Hotel, July 30-August 2.

□ David E. Benn, 5 Elmsway, Bramhall, Cheshire SK7 2AE, will be holding his regional Christmas showrooms June 25-28 Griffin Hotel, Leeds; July 2-5 Royal Turks Head Hotel, Newcastle-upon-Tyne; July 16-19 Hotel Piccadilly, Manchester.

Mr Benn is agent for M. & R. Norton, Taylor of London, RG Trevorrow, Vernon Powell and Colson & Kay.

Uvistat 100g sold out

WB Pharmaceuticals Ltd, Fulton House, Empire Way, Wembley, Middlesex, advise that stocks of the 100g tube Uvistat cream have been sold out and, because the manufacturers of the plastic tube cannot supply before the end of September, WB cannot accept orders for that size for the time being. Meanwhile the company say 50g tubes are available though stocks may become precarious. WB ask anyone with uncompleted orders for the 100g size to ad-

vice whether these should be held or cancelled.

French Almond miniatures

Eylure Ltd, Grange Industrial Estate, Cwmbran, Monmouthshire, have introduced miniature sizes of the French Almond range in spray cologne (£0.59), bubble bath (£0.27), hand cream (£0.25) and talc (£0.25).



The French Almond parcel available contains 18 spray cologne, 12 bubble bath, 12 hand cream and 12 talc. A bonus of six spray cologne is given free with every parcel.

Doctors discounts

Following last week's announcement that the National Association of Pharmaceutical Distributors is recommending its members to charge dispensing doctors trade prices, Unichem Ltd have reaffirmed their policy of not supplying dispensing doctors direct (*C&D*, May 26, p677). Unichem are members of NAPD.

Bonus offer

Fisons Ltd, Loughborough, Leicestershire, Slimfoods Division. Bonus of 12 invoiced as 11 on new Bisks Chocolate-coated biscuits 3's, Orange and Peppermint, until July 20.

Promotions

Third Lotus bonanza

Following up their two previous Bonanza promotions on the Lotus toiletries range, NPUM announce a further operation covering the period June 1 to August 31.

The principal of the Bonanza promotion is a reduced List Price allowing cuts in RSP—e.g. 4p consumer saving on the Standard RSP of 19p for 112g Cold Cream. A linked offer of 5 per cent for 12 case assorted orders allows members to maintain at least 25 per cent return across the board ex VAT.

Most of the products offered in the promotion have been repackaged as part of the development of the Lotus range. Included is the newly formulated (now said to be 15 per cent richer) regular sham-



poos, the just-introduced Protein Conditioner Shampoos, and the new hairsprays (normal and hard-to-hold) with a much-improved perfume. (NPUM, 321 Chase Road, London N14 6JN).

Worth concentrate on Monsieur

Having now established a "comprehensive network of selected stockists" for their Monsieur Worth range of toiletries, Worth Perfumes have announced their plans for a new advertising and promotional campaign. They say 1973 will see the "most persistent coverage for Monsieur Worth—going far beyond anything yet attempted for a men's range by any of the leading French Perfume Houses".

Aimed mainly at the top income and professional sections, the current advertising for Monsieur Worth includes front page solus for the press, and outside back cover or inside front cover in full colour for the magazines. In addition, there are colour adverts in the *Daily Telegraph* and *Observer* colour magazines, as well as *Penthouse*.

Nationwide promotions are also planned for the latter half of the year and will feature a free gift with purchase. Meanwhile, Worth have, on special offer, 2 atomizers—After Shave and Sports Cologne, both retailing at £1.30 and which will serve as a basis for their new Monsieur Worth sales drive (Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Aquafresh toothpaste: WW

Bristows shampoo and conditioner: All areas

Close up: All areas

Cool: All areas

Crest toothpaste: Y

Anne French deep cleansing milk: Ln

Harmony hairspray: All areas

Harmony Protein Plus shampoo: All areas

Immac: All except Ln, E

Kodak: All areas

Maybelline Great Lash mascara: Ln, So

Signal: Ln, M, Sc, So, B

Sure: All areas

Three Wishes: So

Zoflora: U

New products and packs

Electrical

Remington improve comfort

Remington Electric Shaver are launching three new models based on a Micro slot cutting head, said to add comfort to the speed and closeness obtainable with existing slot heads. The smaller slots—79 in the space previously occupied by 63—reduce skin entry (the cause of discomfort) and increase whisker extension. They also provide for a 25 per cent increase in "shaving power". A new "V" groove between the channels prevents sharp angles causing roughness, and a new barrier stretch bar is provided for closer shaving.

The Selectro 2 model (£11.95) has two Micro Slot heads and features the Remington selector dial which raises the head in stages to suit beard type and for trimming and cleaning. The Selectro 3 (£13.95) has three heads and the Selectro 5 (£19.95) has the same but is a rechargeable model. All three are in travel cases, the top two incorporating a mirror, and all are dual voltage. Remington Electric Shaver division, Sperry Rand Ltd, Apex Tower, Malden Road, New Malden, Surrey).

Cosmetics and toiletries

Sally Hansen nail care

The Gala Cosmetic Group are to market the Sally Hansen range of nail care products, said to have been the brand leader in the United States for 12 years.

The range comprises a nail hardener, Hard as Nails (£0.35) available in three shades; and Hard as Nails with Nylon (£0.45) which is fortified with liquid nylon to provide extra protection and is available in ten fashion colours as well as clear and natural. The Sally Hansen products also include a Cuticle Remover (£0.30) which is mildly medicated and contains conditioning oils; plus a Conditioning Remover (£0.25) with lanolin and protein. Available from July 30 (Sally Hansen Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU).

New Woltz shades

Dusty pinks with a touch of brown are the latest nail enamel shades from Woltz Italiana. The four new colours in the regular collection are Adventure, Baroque, Spanish Muleta and Refrain. And from their Venetian Carnival range of pearl enamels there are the Laguna, Rialto and Domino shades (Woltz Italiana, Fontarel Ltd, Percival House, Pinner Road, Harrow, Middlesex).

Rimmel increase range

Rimmel have introduced a series of Jumbo Eye Shadow/Liner Pencils (£0.33) designed for use as an eye liner and an eye shadow, available in three frosted shades; Frosted Jade, Sky and Midnight Frost as well as

two plain colours of Mint Green and Azure Blue.

Another new product is their Eyelash Flatterer Fluid Mascara (£0.39) which has been introduced, say Rimmel, after popular demand for a fluid mascara in an unbreakable bottle. The container is made of a firm plastic and a spiral wound pyramid-shaped brush is included. The



mascara which is water resistant comes in Black, Dark Brown and Navy Blue and contains minute nylon fibres which give the lashes the appearance of being thick and long.

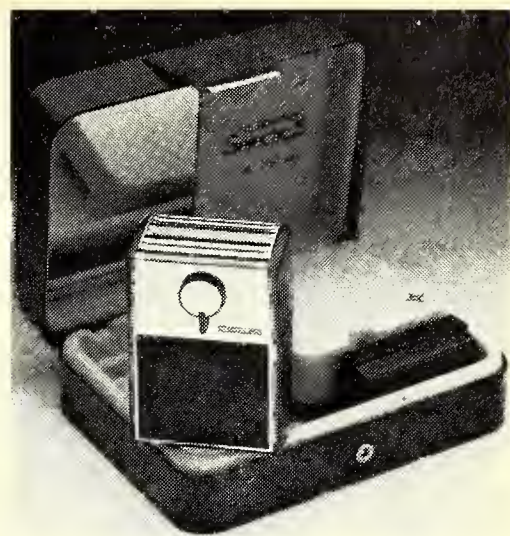
Also new in their eye range is a presentation of two harmonising shades of pressed shadow from their frosted and matt series. This new Eye Shadow Duet (£0.32) is available in Iced Blue teamed with Navy, Iced Willow with Fern, Gold with Coffee and Silver with Grey. Each compact contains a washable foam applicator.

Another shade has been added to their Pearly Eyelid Gloss series. Sea Pearl, sold in its own colour-code tube (£0.22). And a new colour of Grape has been added to the Brush On Lash Thickener Mascara (£0.32).

In the nail series Rimmel have introduced two new shades in their 29p range: a rich mellow colour called Brandy Sorbet and a dramatic red, Crimson Sorbet. Lipsticks are still bold and vibrant for 1973 and the two shades of Brandy Sorbet and Crimson Sorbet have joined the Moisturised Lipstick series (£0.14) and the Swivel Lipstick range (£0.24).

Persian Rose is the newest addition to the Creamy Nail Lacquers (£0.13). Persian Rose has also been added to the Push-Up Lipstick series (£0.14) and the Swivel Lipstick range.

Rimmel are also giving considerable emphasis to colour in their Skin Care preparations and several new shades have joined the range: Peach Melba, especially created for fair skins and Sable Glow, designed for very dark skins, are the new shades added to the Liquid Make-Up



Above: Remington Selectros; below the new Rimmel range

range (£0.13). The same shades have been added to the Compressed Powder Containers (£0.14p) and Peach Melba is also available in a new Rimmel Compact (£0.32).

The shade of Bronze has been added to Pat-On Translucent Blush (£0.49) the Translucent Blush (£0.17) and the Pearly Blush Stick (£0.29). A pearlised agent included in these preparations gives not only colour but also a luminous glow to the complexion, say the makers (Rimmel International Ltd, 17 Cavendish Square, London W1).

Parfums Vespucci

Célimène and Mystère are the names of two new perfumes to be launched by Parfums Vespucci on July 1. The two perfume ranges comprise: 7cc parfum (£2.48), 14cc parfum (£4.46), 28cc parfum (£8.25), 28g eau de parfum (£1.65), 55g eau de parfum (£2.48), 28g eau de toilette (£1.20), 55g eau de toilette (£1.98), 112g talc (£0.60), and two tablets of soap (£0.75).

An introductory offer of a 28g eau de toilette spray mist for 90p will be available, presented in a counter unit of 10 pieces of each fragrance (Vespucci Ltd, 50b Red Lion Street, Holborn, London WC1).

Agua Brava for men

A total range of exclusive products for men, Agua Brava, has been developed by Anotonio Puig S.A. of Barcelona who have combined with the Gala Cosmetic Group to market these products in the UK

Continued on p790



Continued from p789

from the beginning of June. All the Agua Brava products have a "strongly masculine but subtle fragrance" which come in two strengths: a lighter version for shaving and grooming products and a stronger version in the Concentrée for longer-lasting effect. The range is divided into three sections: shaving, bath and grooming products.

The shaving section comprises two pre-shave items: foam shave in an aerosol (£0.95) or lather shaving cream in a tube (£0.60). After shave lotion (£0.30, £1.20, £1.90, £2.90) in a smoked glass bottle with an African Wood cap, a Vapomatic spray (£2.50) and after shave treatment cream for dry or sensitive skins are the after shave products.

For bathtime there is the bath/shower Foaming Gel (£1.90), Agua Brava soap as soap-on-the-rope (£1.20) or small single pack (£0.50), body rub which is a moisturising body lotion (£2.90) and talc (£0.95).

The Grooming products are spray deodorant (£0.95), hair tonic which is claimed to be non-greasy and will "combat dandruff or flaky scalps" (£1.60) and Concentrée, an "extra-strength lotion for long-lasting effect" (Creative Research Co Ltd, Surbiton, Surrey).

Sebbix shampoos

The Sebbix Problem Solver shampoo range comprises variants for dry, greasy and dull, lifeless hair. All three shampoos are presented in 100cc bottles (£0.25) or in sachet form (£0.05). Available from July 1 (Fisons Pharmaceutical Division, Derby Road, Loughborough, Leics).

pHisoDerm for skin types

Winthrop Pharmaceuticals have now introduced two new variants of their skin cleansing liquid. pHisoDerm: pHisoDerm for oily skin presented in a green pack and pHisoDerm for dry skin in a pink pack. The current blue pack is recommended for

normal skins. All formulations, say Winthrop, are balanced to provide the correct moisture content for each type of skin.

Presented in redesigned point-of-sale material, pHisoDerm is available on an introductory bonus until July 6 as 12 invoiced as 10 on all orders in multiples of six on any one formulation, minimum order of one dozen packs (Winthrop Pharmaceuticals, Winthrop House, Surbiton, Surrey KT6 4PH).

Vitamin E Products

Lon (UK) Ltd are now marketing a range of Vitamin E products from the United States which comprises Vitamin E cream (£1.65), Vitamin E lotion (£0.99), Vitamin E shampoo (£0.99), Vitamin E oil ½oz (£1.55) and Vitamin E oil 1oz (£2.65).

The cream and oil are packaged in black and gold packs while the shampoo and lotion come in clear plastic bottles. Attractive display material and outers are available (Lon UK Ltd, 58 Russell Square, London WC1).

Home brewing

Grey Owl additions

The new products for winemaking introduced by Grey Owl are Grey Owl liquid wine finings, made from Isinglass by a special technique said to give them a high protein content well above the normal. Packaged in ½fl oz for 1 gallon (£0.05) and 6fl oz for 12 gallons (£0.23).

Grey Owl Wine Yeast Nutrient is a product formulated to provide the necessary nitrogen to ensure a very rapid yeast growth. The Grey Owl Yeast Nutrient also helps prevent the formation of fusel oils in some wines, for example potato and cereal wines.

Available in 2 oz for 15 gallons (£0.12) and 4 oz for 30 gallons (£0.19).

Grey Owl Wine Yeast Energiser is for use in wines made from dried fruit, canned fruit and juices low in fruit content, as musts prepared from these materials are often low in certain vitamins which are essential to the process of metabolism of yeast cells. It can also be used to advantage to correct a sluggish or sticking fermentation. This product comes in a ½oz size for 12 gallons (£0.20) and 1½oz for 36 gallons (£0.53).

Finally, the addition of Grey Owl Diastase to cereal wines is claimed to eliminate the risk of producing a starch haze and ensures proper fermentation. This liquid concentrate should also be added to the mash when brewing beer, when it ensures almost complete conversion of starch into fermentable substances. Available in 1fl oz for 5 gallons (£0.10) and 4fl oz for 20 gallons (£0.35). (Grey Owl Laboratories Ltd, Morley Road, Staple Hill, Bristol).

Babycare

Bootees for baby

Baby Relax Ltd have launched bootees with a zip fitted at one side which runs from the top, right underneath the instep, thereby almost separating the bootie into two parts—the foot and the heel. This means that Mum can put baby's foot into place first, and then slip the heel into position, zipping the two sections together

to give a really close, comfortable fit. The soles are non-slip which helps baby when taking his first steps.

Baby Relax Baby Op bootees are made in leather (£2.75), or alternatively in PVC (£2.00). Available in white only, sizes 2-6. (Baby Relax Ltd, Wennington Road, Rainham, Essex).

Slimming

More Bisks choice

Fisons have now introduced two new varieties to their Bisks range of meal replacement biscuits. These are Bisks orange chocolate-coated biscuits presented in a pack of three (£0.15) and peppermint chocolate-coated biscuits, also in a pack of three (£0.15) (Fisons Pharmaceutical Ltd, Derby Road, Loughborough, Leicestershire).

Sundries

Insulex Freezella bottle

Insulex have introduced their new Freezella Bottle. Freezella is a freezing mixture permanently sealed in an unbreakable plastic bottle (£0.45) available in counter display packs of 12. (Insulex Ltd, Insulex House, 124 Barby Road, London W10).

Prescription specialities

CON-Fer

Manufacturer Parke-Davis & Co, Usk Road, Pontypool, Mon.

Description 21 yellow tablets each containing norethisterone acetate 1mg and ethinyloestradiol 50mcg. 7 brown tablets each containing ferrous fumarate 75mg

Indications Oral contraception

Contraindications Patients with, or with a history of breast or genital cancer, pre-existing liver disease or thrombo-embolic disorder. Should not be taken during the post-partum period or lactation but may be started the fifth week after delivery irrespective of menstruation occurring

Dosage One daily without interruption, with meals or at bedtime starting on day 1 of menstruation. The first tablet of the first course is selected from the corresponding day of the red section indicated on the pack. If one yellow tablet is missed it should be taken the following morning

Precautions Because of possible fluid retention, exacerbation of attacks of epilepsy, migraine and asthma may occur. Uterine fibroids may increase in size. Diabetics should be alerted to the earliest manifestation of the disease, as glucose tolerance may decrease

Side effects A statistically significant association has been demonstrated between use of oral contraceptives and thrombo-embolic disease. Spotting and breakthrough bleeding may occur in the first cycles. Nausea usually disappears after the first 4 cycles. Weight increase, breast soreness, headache, bloating, depression, fatigue and nervousness may occur

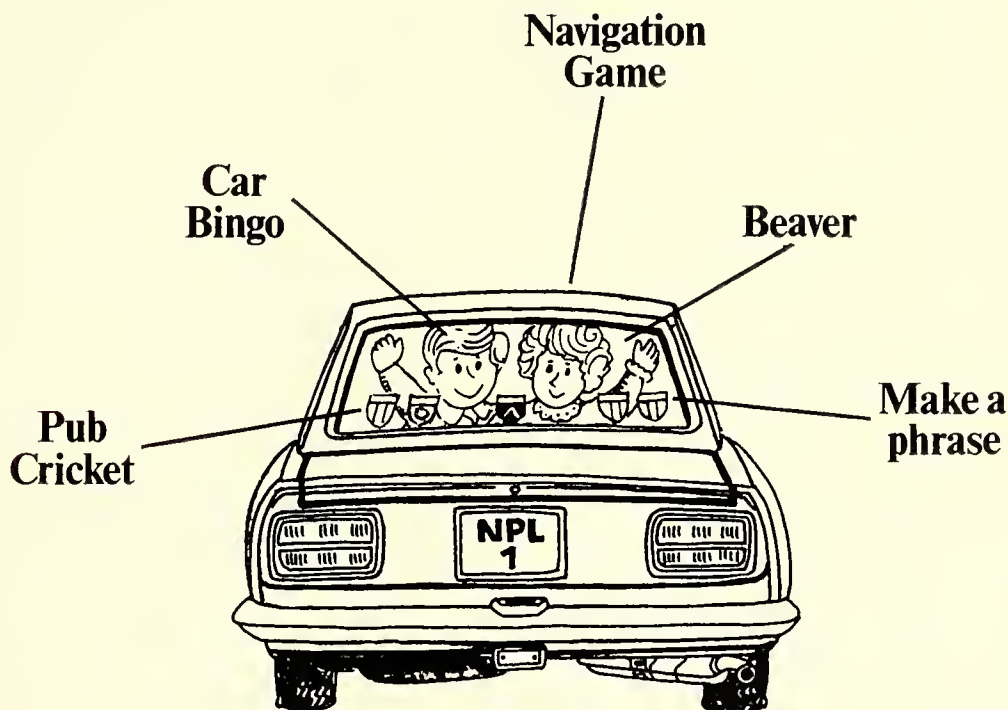
Pack 28 tablets (£0.20 trade)

Supply restrictions PI, S4B.

Issued June 1973.

New from Kwells

(Who else?)

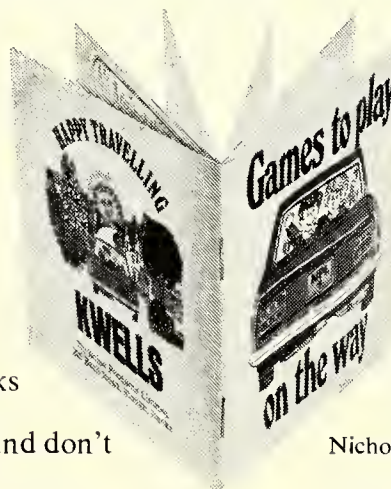


An exciting way to fight travel sickness!

Kwells introduce – 'Games to play on the way'. A completely new book of exciting word games for children of all ages. Illustrated in colour.

The simple games have been specially devised for car travel. So they'll keep all kids (and grown-ups) occupied, interested and happy. Even on the longest journeys. And that's half the battle.

We're supplying you with these free books in easy to use counter dispensers. So your customers will be able to help themselves. And don't

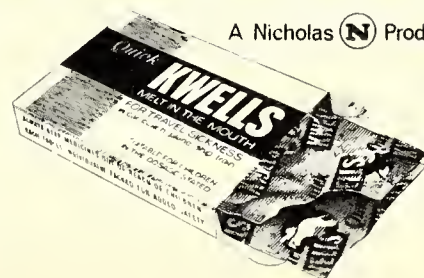


worry about space. They're only small, and they make an attractive display. Available from your Nicholas Products representative only.

We still want you to sell just as many Kwells as ever. But this little book will help you sell more. As well as helping your customers.

So, sell them Kwells this summer. Give them something to smile at on their way. It's on us.

Nicholas Products Ltd., 225 Bath Road, Slough, Bucks. SL1 4AU.



A Nicholas **N** Product

All set for Leadership...

MONSIEUR WORTH

The greatest French impressionist...ever

Monsieur Worth - the exclusive range of toiletries modern men choose for grooming their way to the top.

After Shave
Eau de Toilette
Deodorant
Shaving Creams
Savon - Talc etc.

**MONSIEUR
WORTH**

*From selected stores
and chemists only.*

Worth Perfumes Ltd., 160 Thames Road, London W4 3RG. Tel: 01-994 2372

AN EFFECTIVE
READERSHIP OF
17,000,000
will see Monsieur Worth
Advertisements

Les jeux sont faits...

**MONSIEUR
WORTH**

*From selected stores
and chemists only.*

Worth Perfumes Ltd., 160 Thames Road, London W4 3RG. Tel: 01-994 2372

WORTH PERFUMES LIMITED, 160 THAMES ROAD, LONDON W4 3RG

...now MONSIEUR WORTH receives the full treatment

- * FULL AND HALF PAGE ADVERTISEMENTS
IN MAGAZINES THAT MATTER
- * IN FULL COLOUR!
- * LARGER COVERAGE IN THE NATIONAL
PRESS
- * MORE FREQUENT APPEARANCES!

Colour advertising booked to appear in Daily Telegraph and Observer Colour Magazines, Woman's Journal, Country Life, She, Cosmopolitan and Penthouse.

Black and White advertising booked to appear in Daily Telegraph, The Times, The Observer, Financial Times, The Guardian, Sunday Telegraph, London Evening News, The Scotsman, The Jewish Chronicle and The Diplomatist.

Monsieur Worth is all set to make a great impression. The impact is one of new sophistication and a confident, direct message for men on their way to the top. Of one thing you can always be sure: Monsieur Worth lives up to its lavish publicity. There can never be any mistaking its unique luxury quality. The elegant packaging; the exclusive 'expensive' masculine fragrance; and the very popular range of matching preparations—all make Monsieur Worth a preferential choice with discerning customers.

*After Shave,
Eau de
Toilette,
Deodorant,
Shaving Creams,
Savon,
Talc.*



ORDER FORM

To WORTH PERFUMES LTD,
160 Thames Road,
London W4 3RG
Reg No. 244876 England.
Reg Office, as above.

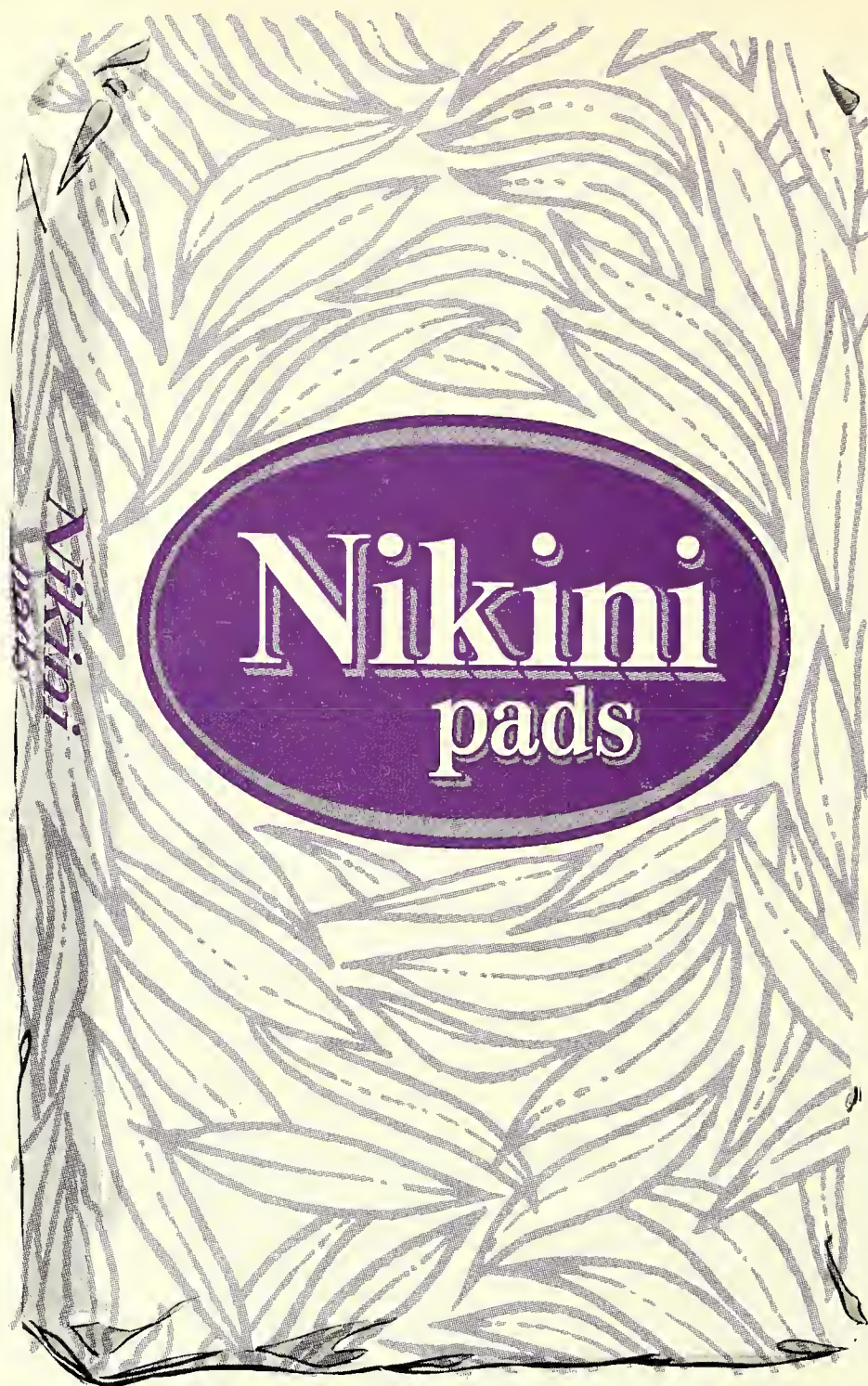
Please supply items indicated below:

	Rec.	Rel. Price (Inc. VAT)	Quantity
MONSIEUR WORTH			
Eaux de Toilette (Flacons flûtés)			
5504—1½ fl. ozs.	£2.00	doz.
5505—3½ fl. ozs.	£3.30	doz.
5506—7 fl. ozs.	£5.40	doz.
5508—28 fl. ozs.	£18.50	doz.
After Shave (Flacons flûtés)			
5804—1½ fl. ozs.	£1.30	doz.
5805—3½ fl. ozs.	£2.20	doz.
5806—7 fl. ozs.	£3.60	doz.
Talc			
Flacon Poudreux			
5842—2¼ ozs.	£1.10	doz.
Savon			
5826—3 Toilet Size			
2½ ozs.	£2.00	doz.
5840—Single Bath			
Tablet 4½ ozs.	£1.00	doz.
5841—Soap-on-a-			
Rope 7½ ozs.	£1.70	doz.
Shaving Creams			
5710 (Brushless)			
2½ ozs.	£1.10	doz.
5711 (Lather)			
2½ ozs.	£1.10	doz.
Deodorant Spray			
15605—3½ fl. ozs.	£2.60	doz.
Travel Pack			
5000 (A/Shave,			
E. de T. & Brush)	£3.80	doz.
Atomizers			
15804 After Shave			
1½ fl. ozs.	£1.30		
.....Display Outers each con-			
taining 1 doz. Atomizers			
15904 Sports Cologne			
1½ fl. ozs.	£1.30		
.....Display Outers each con-			
taining 1 doz. Atomizers			

NAME

ADDRESS

CD6



A good-looker doesn't stay on the shelf.

The famous Nikini pad now has a pretty new polythene pack.

It's hygienic and convenient, with a re-closable flap to keep the pads safe.

Nikini is the top selling pad in the sanitary protection market.

Its special construction makes it extremely effective, and because it's tapered it's much more comfortable to wear.

And the Nikini system is the most versatile around.

The secret is in the three Nikini garments.

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So stock up with Nikini in the pretty new pack. A good looker is sure to attract attention.

NIKINI
Robinsons OF CHESTERFIELD

Comment

Playing politics

Democracy was ever a slow process, but the most ardent proponents must have blushed at its series of "failures" in relation to pharmacy, exposed by Mr W. A. Beanland at the Border Region conference (784).

The speaker's main attack was on the dilution of the far-seeing and laudable intentions of legislative proposals before they reach the statute book—the culprits being political dogma, outside pressure, fear of offending vested interests, and refusal to move forward in areas of controversy.

He cited NHS reorganisation and the lack of real power at regional and area levels, where local knowledge might have been expected to predominate were it not for the allegiance owed to the tier above and the central authority. But it was on pharmaceutical specifics that Mr Beanland had most to say.

Contract limitation

When the Pharmaceutical Society put forward proposals for contract limitation in low-population density and health centre areas on behalf of all the profession except the company chemists, the Department of Health showed readiness to view the ideas kindly once total agreement was reached inside the profession.

In relation to pharmacies within a quarter-mile of health centres that agreement has been achieved, and the signs for legislation were "favourable". Then came a speech during the Committee stage of the Bill, one which Mr Beanland described as "of pure political dogma", concerning freedom of enterprise.

The speech seems to have been the beginning of the end for the profession's hopes. The "last chance" came on Tuesday night when Mr Eric Ogden's amendment to the NHS Reorganisation Bill failed to gain approval in the House of Commons. Once again, it seems, "Laudable intentions" concerning the security of a proper pharmaceutical service to the public are submerged, and politics are paramount.

The "inside information" about rural dispensing given by Mr Beanland is another instance of the "system" delaying action. The Department's call from the sidelines for inter-professional agreement may have been politically astute, but it has been obvious from the outset that agreement was impossible while the Department itself held the trump card—substitute remuneration from the disenfranchised dispensing doctors.

Whether during a thawing freeze is the right time to threaten the Department with "war" is, however, doubtful. Politics may again prevent the Minister playing his card, and the danger is that the threat could be exposed as empty.

Politics will also be dictating the content of the Medicines Act general sale list, which Mr Beanland wishes to see rejected by the profession. This time it is public opinion that needs to be taken into account, and before following Mr Beanland's advice it would be prudent for the profession to ensure that the case can be put forcefully enough to the public.

It has taken much Government determination to decide on compulsory wearing of crash helmets and seat belts, yet the association with death and injury is obvious. Can the public be persuaded that they are in mortal danger because aspirins are available from their corner shop? Are they ready to exchange unquestionable convenience for arguable safety? If not, politics will ensure that the profession loses—and is made to look foolish and mercenary into the bargain.

The lack of a general practice pharmacist on the general sale committee may have been a blessing in disguise, for a "vested interest" charge might then have been laid against a shorter list, and the profession could not have argued so forcefully during the current "consultative" stage of the "long" list. It should be noted that pharmacy was represented on the committee, in the persons of Professors A. M. Barrett and J. M. Rowson.

It may be unfortunate, but we have to live in a world of politics. Pharmacy has been too many times on the losing side, of course, but the system does permit views to be expressed both in public and in private. For the profession the lesson must be that while united we may not always stand, divided we will always fall.

A need for guidance

Last week we reported the initiative taken by Mallinson House to provide documents which the general practice pharmacist can use to help local doctors who have not appreciated their new obligations under the Misuse of Drugs Act.

The officials are to be congratulated on timely action, but there remain ethical and legal questions in relation to the handing back to the patient of an incomplete—and therefore illegal—prescription.

These questions have been raised in the Society's journal—but not answered. Since both ethics and legal responsibility are involved, the profession might have expected firm guidance from Bloombury Square, because it will be totally unacceptable if each pharmacist conducts himself in a different manner.

The documentation being circulated by Mallinson House at least provides a method of coping with the problem at a practical level.



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MAWS Available only at Chemists

Disposables: a big, big market

by A. F. L. Deeson, MA, PhD, DSc

By far the most important part of the "disposables" market is for paper tissues of one kind or another—toilet, kitchen or personal.

Over the past 15 years there has been an enormous growth in the production of household toilet paper and tissues. In 1956 the total market was worth £15 million at rsp. In 1972 it was £63.4 million and sales for 1973 are estimated at £70.5 million.

In that time toilet tissues have increased from £11m to £38m in 1972 (£40m estimated for 1973); and the facial tissue market, including pocket packs, from £1m to £14.5 m (£16m estimated for 1973).

Back in 1956 there were no paper towel or disposable nappy sales in the United Kingdom; by 1972 paper towels represented £8.5m at rsp (£11.5m estimated for this year) and by 1972 disposable nappies had grown to £4 million (estimated £4.5m for 1973).

Unfortunately sales of toilet rolls, paper towels and paper handkerchiefs are predominantly through supermarkets and grocers. Chemists probably have about 15 per cent of the toilet roll market; 18 per cent of paper towels; and perhaps 25 per cent of paper handkerchiefs. It is believed that chemists are still losing their share of the paper handkerchief market, which seems a pity since they can often be sold alongside cosmetics and in conjunction with cold remedies—a situation which perhaps demands thought by chemists who want to keep their market share steady—or even increase it.

In toilet tissues Andrex (Bowater-Scott) has been brand leader ever since 1961. The latest independent national audit gave them 23 per cent of the market. Petal, the second brand, is another Bowater-Scott product.

Andrex was the first toilet paper ever made in colour (in 1967). Now 80 per cent of toilet tissues are coloured. In 1957 only 25 per cent of the market was in soft toilet tissues with 75 per cent in hard papers. Today over 94 per cent is in soft toilet tissues with only 6 per cent in hard papers and flat packs.

Trend reversed

In July last year Bowater-Scott reversed the general trend to denigrate products by taking off sheets in order to contain price increases in raw material, distribution and wages. Andrex was re-introduced with 10 per cent more paper in each pack. As announced in *Chemist & Druggist* (May 12) Andrex packaging is now revamped to give it "even greater shelf appeal". An £81,000 six-week television campaign started on May 28.

Bowater-Scott also pioneered the facial Scotties in 1968—the first time that a pack of facial tissues had held more than one

colour. Another Bowater-Scott "first" was Fiesta, the first-ever decorated paper towel to be made and marketed in this country.

Potential

Bowater-Scott see a great potential for the paper towel. In three years the market has doubled but only a third of households in the UK purchase, compared with over 90 per cent in the States.

In the pocket pack/paper handkerchief sector of the disposable market another Bowater-Scott brand has been continuous leader. This is Handy Andies, holding a 74 per cent share at the latest independent audit.

Bowater-Scott are now in disposable nappies with Babettes, launched in October last year.

This sector of the disposable market was dealt with in some detail in my survey in *Chemist & Druggist*, March 24. About 62 per cent of disposable nappies are sold through chemists. Golden Babe (Lilia White) claims brand leadership in the shaped diaper market.

Other important manufacturers include Robinsons of Chesterfield (Paddi Pads); Interbro (Caroline); Lewis Woolf Griptight (Sof'Down); and Maws (Tufty Tails), a chemist-only product with brand leadership among chemists.

Nappy liners

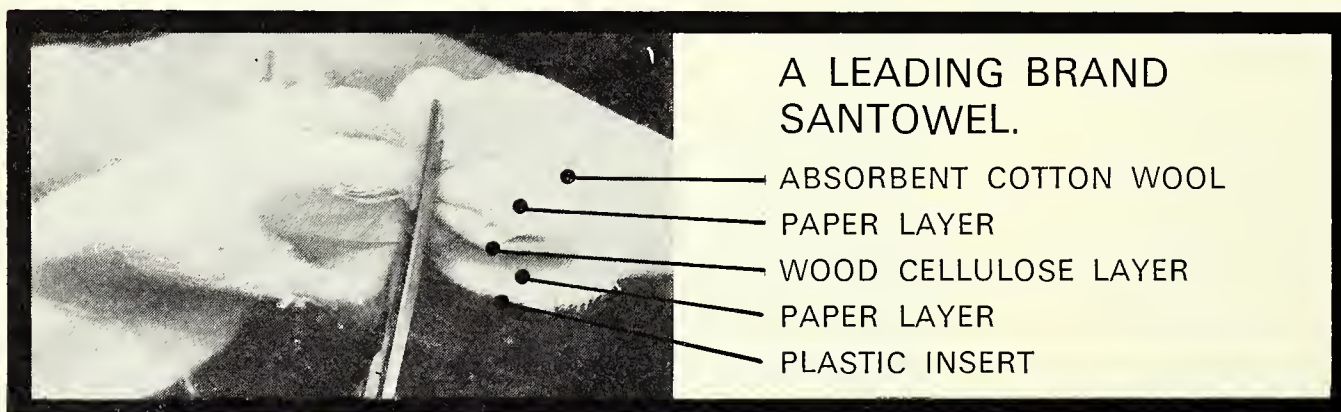
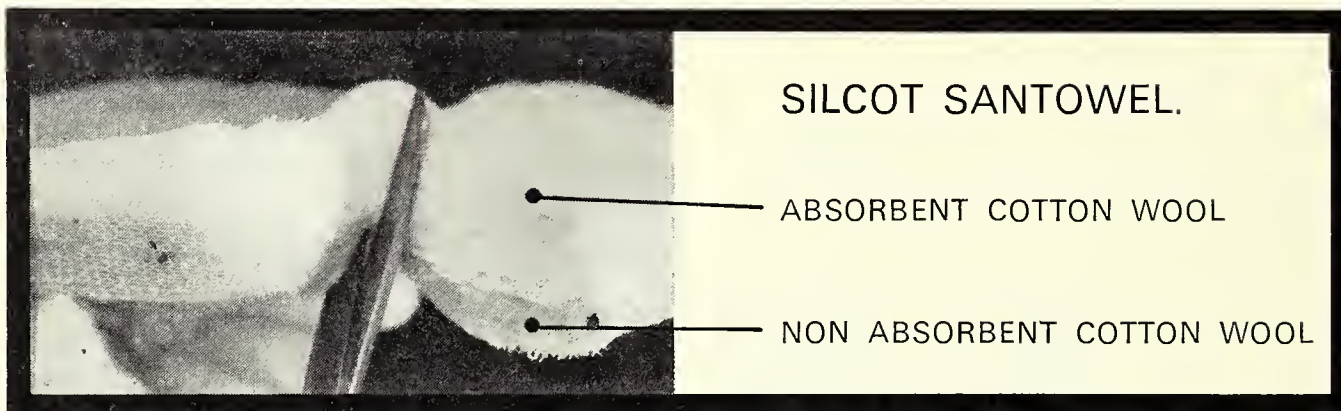
Nappy liners come from Johnson & Johnson (brand leader with 50 per cent of the market), Maws, Courtaulds Fresh-tex and Lewis Woolf, Griptight.

Continued on p799



Illustration courtesy Golden Babe

the scissors test proves it



silcot santowels superior for comfort absorbency protection

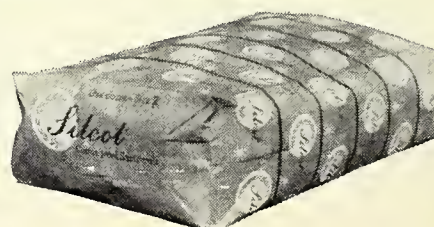
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The big disposables market

Continued from p797

While on the subject of baby disposables Interbro are marketing Caroline disposable bibs.

There is also a growing market for baby wipes. Woodward's Baby Wipes were launched in 1971 and All Fresh Baby Bottom Wipes (Beechams Products) in April of this year, following the success of All Fresh clean-up squares. Press advertising for this new product has just begun.

The other big name in the paper tissue market is, of course, Kimberly Clark. They have been in toilet tissues for many years with Delsey and two years ago launched a premium brand, Kleenex toilet tissue, which was given a major facelift last year. The Kimberly-Clark "house" share now stands at 12 per cent.

Cash-and-carry

Introduced nationally in April after a successful 12 months trial in the Midlands, Polysack packaging for Kleenex toilet tissue is increasing sales fast in cash and carries. Each polysack contains 18 standard clear-wrapped twin packs.

Kleenex toilet tissue is heavily backed by whole pages in full colour in the women's Press and supported by sustained promotions.

Kimberly-Clark's range of paper towels accounted for 28 per cent of total sales in this sector in 1972. Kleenex Maxi-Dry Towels, Britain's first ever "nested embossed" towel was launched in the London area last November. New techniques have been developed which seal two separately embossed plies together, leaving tiny pockets of air between the layers.

Last year Kimberly-Clark were the first company to launch an all-over pattern

towel under the name Kleenex Flair.

Kleenex Kitchen Towels have recently been promoted in a £110,000 television campaign and customer promotions are numerous. As reported in *Chemist & Druggist* (May 12) there is currently a 2p-off promotion.

Kleenex for Men is Britain's largest selling facial tissue—over 25 million packs last year. Kimberly-Clark have over 30 per cent of this sector of the market and their brands include Kleenex Boutique, Kleenex Carnaby and Kleenex Chiefs. There is also a Delsey range—Man Size and Regular.

Kimberly-Clark also hold about 12 per cent of the very important £16m feminine towel market—a disposable sector very important to the chemist who has around 49 per cent of total sales. Kimberly-Clark was first with the introduction of Kotex New Freedom, the towel and pantie set launched in August 1970. Other developments have followed: The New Freedom Bikini, the repackaging of Kotex New Freedom in polybags, and the addition of a deodorant towel to the range. In March all Kotex towel products were launched in a new "24" size pack to cater for the growing trend towards bulk buying.

Outlet benefits

Promotions for Kotex towels are designed not just to give the customer "money off" but to bring her back into the shop—so benefiting the outlet. The recent 5p coupon on Kotex 24's packs, for example, was redeemable against the next purchase.

During 1973 Kimberly-Clark are spending £160,000 on advertising to back Kotex and New Freedom. All advertisements are in full colour.

Other important brands in the feminine protection market are brand leader Dr White's (40 per cent of the market), Lilia, tying with Kotex for 12 per cent; Nikini 8 per cent; Celtex 6 per cent and Libresse 5 per cent. Sancella claim that Libresse is the leading protective towel for chemists with a volume share of 10.2 per cent.

This market seems to have stabilised now at towels 60 per cent and tampons 40 per cent. The leaders in tampons are Tampax followed by Lil-lets (Lilia White). Chemists hold around 60 per cent of the tampon market. The Sanpro market was discussed in depth in *Chemist & Druggist*, April 28.

Important to the chemist for paper tissues is the Nu-Soft range (NPU Marketing)—own label products distributed exclusively to the independent pharmacist. Altogether they have 26 products in their paper tissue range, including coloured facials, 3-ply hankies, man-sized facials and the Nu-Soft Jumbo 4 pack (toilet rolls). They also offer a twin-pack kitchen roll



Floor standing display unit for Silcot towels and briefs, available from Macdonalds, part of the Wellcome Consumer Division

and cotton wool puffs of 100 per cent delustrised rayon.

Manufacturers of cotton buds—H & T Kirby (Coto-Flex Babysafe Buds)—look to independent chemists for 80 per cent of their sales. Introduced just over a year ago their counter display holder is designed specially with chemists' layouts in mind. Other manufacturers in this field include Johnson & Johnson (Cotton Buds)—brand leaders Chesebrough Ponds (Q-Tips); and Maws (Tufty-Tips).

Chemists' success

Two or three years ago a great future was predicted for disposable panties and briefs. Manufacturers invested heavily in conversion equipment and literally millions of panties were produced. But the expected demand did not come about.

Today there are only two manufacturers left: Zero (Goujon Ltd, a subsidiary of Reckitt & Colman) which sells exclusively through Boots and Woolworths and Undercover Girl and Undercover Man (Undercover Products) who say that as a result of advertising in *Chemist & Druggist* they now see 25 per cent of their sales through independent chemists with considerable increases predicted. Research by Goujon indicates that it is the 16-23 year



Concluded on p800

The disposables market

Concluded from p799

old woman who uses the product most for convenience (holidays) and hygiene (menstruation).

European acceptance is far higher than in the UK. Switzerland selling around 2½ million pairs a year, followed by Belgium and Sweden.

Another disposable product yet to make the grade is the disposable toothbrush. Toothy (Casey Tregaard Associates) was introduced on the UK market in 1971—a Japanese disposable toothbrush impregnated with toothpaste and antiseptics and sold in packs of five. Weston's are the first large group of independent chemists to take them up. Casey Tregaard hope Toothy will soon be available from wholesalers.

Sales last year were around 250,000 in volume and there has been an increase of 150 per cent on sales for the first quarter of this year when compared with the corresponding quarter of 1972.

Experiment

Disposable panties and toothbrushes are items that the enterprising chemist might well experiment with. But he might also give more thought to exploiting his share of the huge, established and steadily growing, paper tissue market. It is a great pity that so many sales are lost to the supermarkets and grocers when a number of items tie in so strongly with cold and cough remedies and cosmetics.



This plastic dispenser will hold approximately 25 Handy Andies pocket packs. Available from Bowater-Scott Corporation Ltd, Bowater House, Knightsbridge, London SW1X 7LR

Developments and trends in feminine hygiene

Developments and trends in the market for feminine hygiene disposable products were reviewed and forecast by Clive B. Wetherall recently.

Mr Wetherall, general marketing manager (consumer and professional products) of Robinsons of Chesterfield, was addressing the conference associated with Idea '73—the international exhibition for the non-woven fabrics and disposable soft goods industries.

Included in his paper which was entitled "New Trends in Feminine Hygiene", was the prediction that "women will move more to the non looped soluble pad which they can wear either with their own pants or with special pants akin to their normal wear.

"In the battle of tampons versus towels, tampons now account for 40 per cent of the UK market. Within the tampon share the non-applicator at present only takes 30 per cent of tampon sales. The length of time that tampons have been marketed is such that the present situation would indicate that tampons could achieve no more than a 50 per cent market share in

a developed market," Mr Wetherall said.

He went on: "In the long run the market will be shared between the two product categories for psychological as well as real physical reasons. Tampons will not oust the towel, at the best they could hope to achieve 65 per cent of the market in any country. Overall, in the total European market, it is likely however, not to win more than about 50 per cent. And here we are talking about the non applicator tampon—because in the long run the non applicator is more fitted to our time and to the future than the applicator which was devised in the days when menstruation was regarded as repugnant.

"In the towel sector, the soluble slim line pad will reign dominant. It will be a non woven cover, almost immediately soluble (hence the need for soluble binding agents) and either adhesive backed to be worn inside the girl's own panties, or with feminine sanitary briefs. In the final analysis technology must defer to what women want rather than what the chemist can produce".

Veterinary Codex amendments

The following amendments to the British Veterinary Codex, 1965, and its supplement, 1970, have been published by the Council of the Pharmaceutical Society of Great Britain:—

British Veterinary Codex: Page 567 (Injections). Intravenous and intraperitoneal injections, second sentence, amend to "If the single-dose volume is greater than 15 millilitres, the injection should be free from pyrogens and, unless otherwise specified in the monographs, must not contain an added bactericide". Page 574 Injection of calcium borogluconate—introductory paragraph, add "The general instruction that intravenous injections having a single-dose volume greater than 15 millilitres must not contain an added bactericide does not apply to this preparation: such solutions may contain up to 0.2 per cent of chlorocresol". Page 575 Injection of calcium borogluconate, compound—introductory paragraph, add "The general instruction that intravenous injections having a single-dose volume greater than 15 millilitres must not contain an added bacteri-

cide does not apply to this preparation; such solutions may contain up to 0.2 per cent of chlorocresol".

Supplement: Page 19 (Cloxacillin benzathine)—content of total penicillins, penultimate line: for 2.337mg read 1.170mg. Page 46 (Methyl benzoate)—(content of $C_{22}H_{25}NO_4$), line 8: for water-soluble material read water-insoluble material. Page 54 Parbendazole—identification tests: delete test 1. Page 62 (Pyrimithate)—Cyclohexane, line 5: for 10.0 per cent read 2.0 per cent. Page 200 (Chloramphenicol injection)—acidity: for pH 4.5 to 6.5 read pH 3.5 to 6.5. Page 206 Phencyclidine injection—acidity: for pH 2.0 to 4.0 read pH 2.0 to 5.0. Page 221 Arsanilic acid premix, line 2: after "other suitable diluent" insert "The arsanilic acid used may contain an anti-static agent". Page 270 (Appendix 13)—method, line 16: for "not less than 10 days" read "not less than 7 days". Page 286 (Appendix 19)—(test for the presence of oxytetracycline and limit test for related compounds in oxytetracycline suspension)—procedures, line 8: for a 4-µl portion read a 5-µl portion.

Sport

Irish Chemists' Golfing Society. The fixture at Woodbrook attracted 50 players. Mr J. Fitzgibbon presented the prizes which were donated by Squibb & Sons Ltd. Winners:— Class 1, A. B. Hensley (11), 33; T. Hogan (12), 33; K. McArdle (12), 32; Class 2: D. McHale (19), 31; J. Hegarty (16), 31; J. Fehily (16), 31; First nine, W. J. Dalton: Second nine, A. Digan.

Ulster Chemists' Bowling Association. The annual tournament was held at the Belmont Club's green, Belfast, and 48 com-

peted. Prize winners:— Jack Caldwell Memorial Rose Bowl, J. Davidson; Ulster Chemists' Cup, G. P. Taylor. Chemists section: 1, D. McLain; 2, J. McKee; 3, T. Gray; wholesale and representatives' section: 1, T. Jordan; 2, W. Brown; 3, J. Andrews.

South London and Surrey Pharmacists Golfing Society. The winners in the Calcutta Cup were: 1, A. Wilson (19-2) 36; 2, K. Hutchinson (18) 35; 3, A. Reary (10-1) 34. 14 & under, S. M. Hutchinson (11) 34. 15 and over, D. T. Williams (20) 34. Special F. Dawes (10) 34. 1st nine, A. Gower (5) 18. 2nd nine, R. Swann (11) 19. Visitors: 1, T. Peel (8) 38; 2, E. Cotton (8) 37.

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Professional News

Pharmaceutical Society of Great Britain

Society's attempt to amend NHS Bill

Every effort would be made to put forward a new clause on pharmacy contract limitation near health centres for the NHS Reorganisation Bill, the Council of the Pharmaceutical Society of Great Britain decided last week.

Practice Committee had considered the debate in the House of Commons Standing Committee on May 22 in which an attempt to amend the Bill was unsuccessful. A detailed memorandum had been prepared on the comments made by Mr T. Raison and Mr R. White, who had opposed the amendment, and those of Mr M. Alison (Under-Secretary, Department of Health) who had replied to the debate. A meeting had been arranged with Mr Alison by Mr Eric Ogden (one of the Society's Parliamentary advisers) at which the Society and the Department of Health had also been represented. Certain errors of fact arising in points made by speakers opposing the amendment were pointed out to Mr Alison, but the Under-Secretary had said the Government was not itself prepared to table a new clause at the report stage. (See also p783.)

The secretary and registrar, Mr D. F. Lewis, reported at the Council meeting that the draft General Sale and Prescription only Medicines Lists would be considered by the New Legislation, Practice and Science Committees, and reports made to the Council. The Committees would also consider comments on the lists prepared by the Department of Pharmaceutical Sciences.

Mr W. A. Beanland hoped that the Council would protest as strongly as possible at the way in which, he said, the Act's underlying principles had been ignored in the preparation of the General Sale List. He said that there had been six years' labour to preserve the status quo. He did not want the Society to wait in silence until September before it criticised in the severest terms "this quite disgraceful list".

The Council agreed to the draft reply prepared by the registrar to a letter from the secretary to the Committee of Inquiry into the Regulation of the Medical Profession. It was agreed to send copies to the National Pharmaceutical Union and the Central NHS (Chemist Contractors) Committee.

Clioquinol letter

Mr Lewis mentioned the communication to doctors and dentists from the chairman of the Committee on Safety on Medicines and the subcommittee on adverse reactions concerning clioquinol (see *C&D*, June 2). The committee had asked that the material in the letters should be published in the Society's journal. Mr W. M. Darling said that since the letter commented about an over-the-counter pro-

duct—Entero-Vioform—he was disappointed that no letter had been addressed to pharmacists. Greater attention should be given to the pharmacist in general practice, he stated.

Supporting, Mrs Leigh commented that it could be said that every pharmacist received the Journal, but it did not have the same effect as a letter through the post. Mr A. Howells hoped the matter would be pressed at the next meeting of the Medicines Commission.

Mr A. Aldington said that the Council should make the strongest possible representations to the chairman, Sir E. Scowen, and should write to Dr T. D. Whittet (chief pharmacist at the Department of Health). As a matter of principle, according to Mr Bloomfield, the Society should send such a letter. Council agreed that a letter should be sent.

The names of the seven members of the working party into the single transferable vote were announced by the registrar. They were: Messrs E. A. Brocklehurst, A. Cowan, E. J. Fitchett, J. C. Hanbury, J. T. Mearns, R. G. Medlow and J. M. T. Ross.

The Council elected Sir Allen Hodgkin as an honorary fellow of the Society, and Sir George Godber, Professor Frederick Van Os and Georges Viala as honorary members.

Preregistration experience

Applications from establishments seeking approval for the purposes of pre-registration experience would not generally be acceptable when the pharmacist responsible had been registered in Great Britain for less than three years, the Education Committee recommended. They had also arranged a discussion group on clinical or applied pharmacology, to which representatives of pharmacy schools would be invited. It will be held on November 19.

The Practice Committee noted that the hospital practice subcommittee had agreed unanimously that negotiations should be continued concerning the registration of pharmacy technicians in the hospital service. A letter is to be sent to the Association of Pharmacy Technicians stating that the Society wished to continue discussion on the question of registration of pharmacy technicians in the hospital service and requesting a further meeting if the association was prepared to continue discussions relating only to that field of practice.

The "model scheme" for the constitution of area and regional pharmaceutical advisory committees in the reorganised NHS was discussed in the light of comments made by the hospital practice subcommittee, the general practice subcommittee and the Central NHS (Chemist Contractors) Committee. The Guild of Hospital

Pharmacists had made no comment on the draft schemes. The Practice Committee recommended certain amendments to the model schemes and Council recommended that the amended draft model schemes for the constitution of area and regional pharmaceutical advisory committees should be approved for submission to the Department of Health.

It was recommended that a letter should be sent to the Department of Health pressing for a further reply to the representations made by the Society and the Central NHS Committee at a meeting on May 18, emphasising the need for urgent action towards a solution of the problems of dispensing in rural areas.

Dilution of part doses of dispensed medicines had been discussed in detail by the general practice subcommittee. There were differences of opinion within the subcommittee on the procedure to be adopted. It was pointed out that one problem was the repeat prescription which did not state a dose volume, whereas the original had indicated a part dose. Some members felt that the present convention should be changed and that 2.5ml doses should not be diluted to 5ml; instead a new double-ended BSI spoon should be designed with a bowl at one end to hold 2.5ml and at the other 5ml. Another argument was that the dilution procedure had been adopted in the interests of patients generally and should not be altered because of bad prescribing practice. The right procedure would be to ensure that a dose was included on all prescriptions, including repeats. A further point was that any change to the present convention would take time to implement and would lead to confusion.

The Council approved the recommendation that negotiations should be commenced with the British Medical Association to resolve the problems encountered by the current dilution convention.

The Association of the British Pharmaceutical Industry had indicated that its advertising subcommittee had accepted the Pharmaceutical Society's view on the need to exclude package inserts from containers which are sealed and non-transparent and clearly intended to be handed to the patient as received from the manufacturer. The Council recommended that the ABPI should be asked for information on what action it proposed to take to inform its members of the ABPI's acceptance of the Society's view.

Misuse of Drugs Act

There was general agreement that it was essential that doctors as well as pharmacists should be informed before the operative date of the stringent prescription requirements for products in Regulations under the Misuse of Drugs Act, 1971. It should be made clear that prescriptions that did not comply with the requirements could not be dispensed and would have to be returned for amendment. It was recommended that every effort be made to ensure that an appropriate letter dealing with the prescription requirements of the Regulations was received by all doctors by July 1, 1973.

Circumstances in which a customer at a pharmacy had been unable to purchase strychnine were brought to the attention of the Law Committee. Although the customer had been in possession of an autho-

ty from the Ministry of Agriculture, Fisheries, and Food, the pharmacist would not supply him without first establishing the customer's identity. A householder's certificate had been completed which had required counter-signature by the police. However, they had refused to counter-sign because the chief constable of the area concerned had issued instructions that the police were not to authorise the sale of strychnine. It was recommended that the attention of the Home Office should be drawn to the need for further advice to police forces concerning the Poisons Rules as they relate to sales of strychnine and the endorsing of householders' certificates. The EEC (Policy) Committee had considered the draft directive concerning publicity for pharmaceutical specialities, including the principle of advertising of medicinal products to the public and the question of samples. The Society maintained its view that medicinal products should not be advertised to the general public and that manufacturers should give samples only for bona fide clinical trials and research.

Letters

Professional first

Whilst Unichem's recent "Independents in the Seventies" meeting showed a commendable enthusiasm on the part of that organisation to further the financial interests of its members and supporters, it also quite unwittingly pointed an accompanying element of danger.

The danger was exemplified by the plain and insignificant "dispensary" door tucked away in the corner of the "sales area" lock-up on stage. Although doubtless the result of the exigencies of the occasion, it showed how very easy it is to be carried away by sales enthusiasm and market statistics and to lose sight of the fact that, first and foremost we are pharmacists—not a pharmacy, in its professional sense, is our primary function and indeed our ultimate *raison d'être*. The rest of our activity is in the nature of an adjunct to pharmacy and must never be mistaken, whether by Sangers, NPU Marketing or Unichem, as anything else.

Perhaps the most important question of the evening was the last—"Should sales of proprietary medicines be promoted at all on television and elsewhere". The emphatic reply from the managing director of Sterling Health Products was predictably based only on the commercial prosperity of his firm. Every pharmacist, however, even Mr Boyles himself, must know in his heart that such sales promotion of medicines is wrong, and no amount of shareholder interest will ever make it right.

Finally, Sir, may I make an appeal to the managing director of Unichem, Mr Peter Dodd, an accountant but not a pharmacist himself. Whilst one can understand his delight at hitting the headlines in the *Financial Times* (April 26) as "the saviour of Britain's small chemists" (*sic*) it would be appreciated if he would refrain from endeavouring to boost that

image at the expense of the professional aspect of pharmacy. I refer of course to Mr Dodd's extra-ordinary assertion that, "until last year chemists showed little interest in Unichem because most were too busy making handsome profits out of the NHS". So proud indeed was Mr Dodd of this ludicrous remark that he had the whole article, which was accompanied by a somewhat smug photograph of himself standing beneath the "Prescriptions" sign in a member's pharmacy, reprinted on authentic pink paper, and sent out to every Unichem customer! Unqualified executives acting in the name of pharmacy must take care to pay due regard to the constraints necessarily imposed by the ethics and dignity of our profession.

R. G. Worby
Woodford Green, Essex

Bad labelling

The enclosed tin was returned to the pharmacy department today following the admission of the patient to the hospital for treatment.

As I was alarmed by the labelling I phoned the pharmacist involved, who explained that the normal practice was to cover the manufacturer's information on the tin. I expressed the opinion that this is a bad practice and that if a tin is re-used all information should be obliterated permanently.

The reply—"Well I hope the stuff you turn out is as good as ours"—phone slammed down.

On inspecting the contents I noted that though the tin is labelled Distaquaine another brand of penicillin has been dispensed.

I would suggest that this pharmacist is doing the profession a grave dis-service while looking after his own interests.

Deputy Chief

(The tin bears the pharmacist's label with the words "Distaquaine 250mg. Two, 3 times a day" placed immediately above the manufacturer's label stating "Each tablet contains propranolol hydrochloride BP 40mg.").

Direct accounts

No doubt many other small chemists have received the attached document, among other papers and order forms, from Max Factor Ltd.

I have written to Mr R. S. Jennings and attach a copy of my letter since I feel it is highly probable many others have similar feelings on the matter.

W. Hook
Teynham, Kent

The "attached document" was from Mr Bob Jennings, Max Factor Direct Accounts Service, Bournemouth, inviting the retailer to buy Evace Plus, new shades of Comb-on Mascara and a self-selection merchandiser "featuring the fastest selling Max Factor products".

Replying to Mr Jennings, Mr Hook asked the following questions: "Why do we not receive the services of a representative? How do we return to you soiled, damaged or faulty goods? How does the present arrangement differ from that of a common mail order house except that we receive no glossy coloured catalogue and are not allowed to pay our account in 20

weekly instalments? How shall I find out the difference in shade between 'vibrant cyclamen' and 'glowing dramatic cyclamen'?"

"It is obvious from a recent paper that the cosmetic houses look forward to the day when they can close their small accounts. Before that day arrives you might ponder the wisdom of the saying 'look after the pence, the pounds take care of themselves'."

Hypocrisy

I note the comment in *Chemist and Druggist* (June 2) concerning the proposed restriction of sales of aspirin and paracetamol tablets to 25s if sold outside pharmacies.

To my mind this is sheer hypocrisy. It has undoubtedly been shown that continuous high dosage with these drugs can be dangerous, but surely if that is so, the logical thing would be to restrict the sale from all outlets.

No doubt the argument could be put forward that a pharmacist due to his training is able to control the danger. However, it must be obvious that the only person who might spot the potential suicide is a trained psychiatrist and I am not aware that a pharmacist has this training.

A. C. Marston
Birmingham

Warning

We think it more than coincidence that a certain member of the public residing in London N17 has supposedly been unfortunate enough to obtain what she claims to be faulty articles from companies within our Group.

These articles, she claims, were returned to us but the only information we received were letters asking for the replacements. There was no trace of either the first letter or any returns.

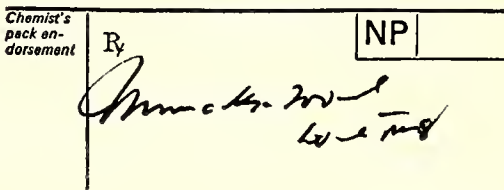
Unfortunately, our lady in London N17 is not aware that our manufacturing companies trade under different names, albeit only one person handles consumer relations, hence our spotting these approaches.

We feel a responsibility towards other manufacturers in the trade to make them aware of this attempt to obtain toiletries or beauty accessories.

Jean D. Wilkinson (Mrs)
Jackel & Co Ltd
Blyth, Northumberland

Prescription poser

A north London pharmacy was presented with this prescription from a local doctor.



The doctor's signature was a forger's dream, being not much more than a straight line. The doctor was unable to confirm what he prescribed as he did not keep a record of the prescription. The patient finally received Morph et Ipecac, 200mls, 10mls t.d.s.

Market News

SHORTAGE OF GUMS

London, June 13: Acacia and tragacanth gums are in tight supply. What small amounts there are on spot are commanding much higher rates than previously. Karaya was also dearer by 10 per cent on the week. Black pepper was also sharply advanced. Brazilian menthol for shipment continued its firmer trend. Turmeric was lower.

Among essential oils price changes were in a downward direction. Lower for shipment were camphor white, Ceylon citronella, patchouli, bois de rose and lemongrass.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots £5.64½ kg.
Alcohol: (Per proof gal). Synthetic ethanol in 2,500 bulk gal lots—96 per cent, £0.245 and 99.9 per cent, £0.257 in tank wagon; £0.260 and £0.272 in drums for 900-bulk gal; industrial grade 95 per cent £0.172 in bulk and £0.187 in drums.
Alolin: 50-kg lots £9 kg.
Aminacrine hydrochloride: £33.50 kg.
Ascorbic acid: £2.45 kg; 5-kg £2.51; sodium ascorbate, plus £0.23; coated, plus £0.10 kg.
Atropine: (500-kg lots per kg) alkaloid and methonitrate £65.20; methylbromide £64.20; sulphate £52.90.
Calcium gluconate: 250-kg lots £0.63 kg.
Calcium lactate: 250-kg £412 per metric ton.

Calcium pantothenate: £3.60 kg; 5-kg £3.57 kg.
Calcium sodium lactate: £0.709 kg in 50-kg lots.
Carotene: Suspension 20 per cent £16.73 kg.
Cyanocobalamin: £1 per g.
Ephedrine: 100 kg lots per kg—£13.00; hydrochloride £10.75; sulphate £11.10.
Ether: Anaesthetic BP—2 litre bottles £0.91 each for under 350 litres; £0.85 each for over 350 litres; 45-litre drums £0.31 litre for 350-litre lots. Solvent BP—per metric ton in drums from £333 for 50-kg lots in 16-kg drums down to £318 in 130-kg drums.
Folic acid: 5-kg lots £18.65 kg.
Isoprenaline sulphate: 5-kg £16.50 kg.
Kaolin: BP is £66 per 1,000 kg in stacks.
Magnesium carbonate: Heavy £192; light £184 per metric ton.
Magnesium hydroxide: BPC £560 metric ton.
Magnesium oxide: BP (per metric ton); light £560; heavy £890.
Magnesium peroxide: £50-kg lots 23-25 per cent £0.59 kg.
Magnesium sulphate: BP from £42 metric ton exsiccated £75-£80 ton, ex works.
Magnesium trisilicate: £470 metric ton.
Methyl salicylate: Per metric ton in 5-ton lots £467.50; 17-ton £472.50; 500-kg £477.50.
Methylated spirits: (Per bulk gal, delivered) 45-gal drums minimum 900 gal, Industrial 66 op £0.324; perfumery quality 68 op £0.377; mineralised 64 op, £0.338. In tank wagon, 2,500-gal the rates are £0.301, £0.354, £0.315 respectively.
Mercurochrome: £7.95 per kg.
Nicotinamide: (Per kg) 1-kg £2.30; 5-kg £2.27.
Nicotinic acid: (Per kg) 1-kg £2.37; 50-kg £2.34.
D-Panthenol: £9-kg; 5-kg £8.50 kg.
Pyridoxine: £7.10 kg; 5-kg £7.00.
Riboflavin: £14.17 kg; 5-kg lots £14.14 kg.
Sodium benzoate: One-metric ton lots £283.30.
Sodium bicarbonate: BP £26.40 per long ton for 8-ton lots in 1-cwt bags delivered.
Sodium carbonate: Anhydrous £107 metric ton.
Sodium chloride: Vacuum dried £8.15 per long ton in plastic sacks for 6-ton lots, ex works.
Sodium citrate: £313 per metric ton.
Sodium perborate: (Per 1,000 kg) monohydrate £283.50—tetrahydrate £145.75.
Sodium percarbonate: (Per metric ton) £170.75.
Sodium potassium tartrate: £315 per metric ton.
Sodium salicylate: Per kg in 5-metric ton lots £0.54; 1-ton £0.55; 250-kg £0.56½; 50-kg £0.59.
Sodium sulphate: BP from £35 to £40 per metric ton as to crystal, BP exsiccated £60 ton.
Thiamine hydrochloride: £7.09 kg; 5-kg £6.84 kg.

Vitamin A: Oily 1 mu iu per g £5.30 kg; 5-kg £5.20 kg; dried acetate 325,000 iu per g £3.48 kg; 500,000 iu £4.55.
Vitamin D: Powder for tableting 850,000 iu per g. £17.88 kg; 5-kg £17.78 kg.
Vitamin E: (per kg) £6.94; 5-kg lots £6.91.

Crude drugs

Cloves: (cif) Madagascar £1,620 ton; Ceylon £1,750; Zanzibar £1,780.
Gums: Acacia nominal. Karaya No. 2 faq £27 cwt. Tragacanth: Nominal.
Menthol: (kg) Chinese spot £6.50; shipment £6.30, cif. Brazilian spot £4.00; £3.90, cif.
Turmeric: Madras finger £285 ton, cif.

Essential oils

Bois de rose: £6.50 kg, cif, July-August.
Camphor white: Spot £0.50 kg; £0.44, cif.
Citronella: Ceylon spot £1.40 kg; £1.20, cif.
Lemongrass: No spot offers; £2.45, cif.
Patchouli: Spot £7.75 kg spot; £6.75-£7.50, cif.
 The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

Advance information

City and Guilds dispensing technicians' course. Billingham Technical College, Monday afternoons and evenings for two years, commencing September. Details from H. P. Henigan, Head of Science Department, Stockton/Billingham Technical College, The Causeway, Billingham, Tees-side.

Leicester School of Pharmacy Reunion. Grand Hotel, Leicester, September 8 (tickets £3.80, payable to pharmacy reunion account). Details from School of Pharmacy, City of Leicester Polytechnic, Leicester 1FT 9RH.

Institution of Chemical Engineers. One-day conference on "North East's advantages for the chemical industry," Marton Hotel and Country Club, Stokesley Road, Teesside, October 3. Details from M. T. Shepherd, Institution of Chemical Engineers, 16 Belgrave Square, London SW1X 8PT.

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Further details from Mr. E. A. Burton, Group Pharmacist, Royal Berkshire Hospital, Reading. Tel: Reading 85111, Ext. 448 to whom applications should be sent.

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For further details telephone the Group Pharmacist on 01-952-2381, ext. 412.

Applications in writing should be addressed to the Personnel Department, Edgware General Hospital, Edgware, Middx. HA8 4AD.

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